

De Agostini S.p.A. will support the issuance of a mandatory exchangeable bond into new Lottomatica Group voting shares

Novara, October 20 2009 - With reference to what has been communicated by Lottomatica Group S.p.A. to the market today, De Agostini informs that, in its capacity as majority shareholder, it intends to support Lottomatica's development plans, by undertaking to vote in favour of the share capital increase with a waiver of existing shareholders' right to subscribe the new shares, to serve the issuance of a mandatory exchangeable bond, that an extraordinary shareholders' meeting of the controlled company will resolve upon by end November.

De Agostini will also undertake to lock up all Lottomatica Group shares it presently holds for a period of 120 days from the settlement of the bond.

Furthermore De Agostini intends to neutralize the dilutive effect that the above mentioned transaction on Lottomatica Group share capital will cause to its shareholding's percentage in the latter - presently equal to 59.7%.

The neutralization will be mainly obtained through the unwinding with *physical settlement* of the existing derivatives on Lottomatica Group securities, including the *equity swap* on nr.10.073.006 shares, subscribed in 2005.

De Agostini's purpose is then to confirm - even after Lottomatica Group's share capital increase to support the mandatory exchangeable bond - a direct shareholding of around 60% in the same.

For information contact:

Elena Dalle Rive

Media Relations De Agostini S.p.A

T + 39 02 62499592 F + 39 02 62499553

Cell. 335 7835912

e-mail: elena.dallerive@deagostini.it

DIREZIONE RELAZIONI ISTITUZIONALI & MEDIA

De Agostini S.p.A.

via Borgonuovo, 16 20121 Milano

T +39 02 62499592 F +39 02 62499553

e-mail: relazioni.media@deagostini.it

www.gruppodeagostini.it