

## PRESS RELEASE

### TELECOM ITALIA BOARD OF DIRECTORS APPROVES EXCLUSIVE NEGOTIATIONS WITH CAIRO FOR SALE OF LA7

*Milan, 18 February 2013*

The Telecom Italia Board of Directors, chaired by Franco Bernabè, having examined the bids received in relation to the disposal of the Media businesses, today agreed to initiate exclusive negotiations with Cairo Communication for the sale of the entire stake in La7 Srl, excluding the stake in MTV Italia (51%) held by La7 itself.

The decision has been communicated to the Chairman of Telecom Italia Media, the Company controlling the TV channel, for his evaluation.

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