



### **Maurizio Scanavino named CEO/COO of Publikompass**

Today, Maurizio Scanavino was appointed to the dual role of Chief Executive Officer and Chief Operating Officer of Publikompass S.p.A.

To Giorgio Carlo Ferrari, who resigned today, the Board of Directors extends its best wishes for the future.

Maurizio Scanavino was born in Turin in 1973. After completing his secondary studies (*liceo classico*), he went on to graduate in telecommunications engineering from Politecnico di Torino.

Prior to today's appointment, Mr. Scanavino was Commercial & Marketing Director for *La Stampa*.

Previously, he held several positions in the marketing and commercial area at Fiat Group Automobiles, both in Italy and abroad.

Publikompass is one of the leading resellers of advertising space in Italy. It sells advertising space for the daily newspaper *La Stampa* in addition to managing a significant portfolio covering all principal areas of media: 17 dailies, periodicals, satellite and terrestrial channels, internet sites and local radio stations.

Turin, 13 December 2010