

Press Release**DE AGOSTINI ACQUIRES THE MAJORITY OF
MARATHON GROUP**

Novara, 31th October 2007- **De Agostini Communications**, a company fully owned by De Agostini S.p.A. controlling all the Group activities in the "*Media & Communication*" sector, announces to have acquired, through a French subsidiary entirely owned, the control of the share capital in **Marathon Group** from the European Private Equity **Bridgepoint** and from Marathon Group's management.

Marathon Group's top managers have concurrently reinvested a significant amount of the proceeds arising from the sale of their stake into the French subsidiary by which De Agostini Communications has acquired the control of Marathon.

Marathon Group operates in France in the production of audiovisual contents for TV programmes through its subsidiaries Marathon, Marathon Media, Tele Images and ALP – Adventure Line Productions, with a presence in drama, animation, documentary and entertainment programming.

With pro-forma Revenues of about €83 million and EBITDA of about €24 million at the end of 2006, Marathon Group currently ranks number-two in France for TV content production and distribution and is a leading exporter of French TV programmes.

Marathon Group will be managed by an Executive Committee composed by Pascal Breton, Vincent Chalvon-Demersay and Denis Mermet. Paolo Ceretti (General Manager of De Agostini S.p.A.) will be the chairman of the Supervisory Board.

The acquisition of Marathon Group is to be set in the wider international development strategy pursued by De Agostini Communications in the TV content production, that was recently launched with the acquisition of a controlling stake in Magnolia.

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