

**EQUITY SWAP ON 10 MILLION LOTTOMATICA SHARES TERMINATED
WITH THE PURCHASE OF SECURITIES. DE AGOSTINI HOLDS 59.7%
STAKE FOLLOWING THE CAPITAL INCREASE**

Novara, 24 November 2009 – Following its announcement to the market on 20 October 2009, De Agostini advises that it has today fully terminated with physical delivery the total return equity swap with Mediobanca S.p.A. relating to 10,073,006 Lottomatica Group S.p.A. shares, executed in 2005. As of today's date, therefore, De Agostini owns 102,629,324 Lottomatica Group S.p.A. shares, equal to 59.7% of the total share capital resulting from the capital increase carried out today.

PRESS RELEASE

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De Agostini

De Agostini is a family-owned international group set up as a financial conglomerate, which operates in diversified business sectors (publishing, gaming, media & communications) and in finance.

De Agostini Editore, sub-holding and parent company of the Group's publishing segment, operates in 30 countries, mainly in the partworks and catalogue sales segments.

Lottomatica Group is a leading international player, partly through its US subsidiary GTech, in the gaming and lottery sector and in related services and technologies.

De Agostini Communications is active in the production of media content - through its subsidiary Zodiak Entertainment, which operates in over 20 countries, mainly in Europe - and in broadcasting, through Antena 3 de Televisión (Spain) - a company held jointly with its Spanish partner Planeta Corporation.

DeA Capital is active in alternative investment, through direct and indirect private equity investment as well as through controlling interests in, and joint control of, alternative asset management platforms.

De Agostini also holds a 2.3% stake in Assicurazioni Generali.

INSTITUTIONAL & MEDIA RELATIONS

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