



Class Life, the first TV channel dedicated to the pleasure of living, is broadcast 24 hours a day on the ADSL TV channel "Alice Home TV" and on the broadband portal "Rosso Alice" owned by Telecom Italia

Glossy, fast, useful: Class Life alternates programmes and daily news with extra sections for taking close looks and exclusive report on all aspects of lifestyle

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24-hour broadcasting of **Class Life**, the first television channel dedicated to the pleasure of living, is about to begin on the Internet Protocol TV platform (IPTV), "Alice Home TV", and on the broadband Internet portal "Rosso Alice" (www.rossoalice.it), owned by Telecom Italia.

Class Life, which is actually the first all-news channel in Italy totally dedicated to lifestyle, fashion and luxury, offers viewers a rich, full schedule about life's pleasures, talking about watches and jewellery, charming trips and wine, collections and prestigious real estate, exhibitions, concerts, yachts, with daily updates and weekly reports and even a night-time spot for the most prestigious fashion shows. All this is possible thanks to the leadership of Class Editori in the male (*Capital, Class, Gentleman* and *Patrimoni*) and female (*Luna, MFF*) lifestyle monthly magazine sector.

The channel, directed by Andrea Cabrini, is aimed at men and women in the executive class, whom Americans define as high net worth, who make the search for quality of life their main aim and are typically the publishing company's magazines' readers, leaders in their sectors, which the Class Life Editing team actively works with to create an osmosis between printed matter and TV, which is one of the distinctive features of this channel.

Class Life's programmes on Telecom Italia's television platforms will also be available on-demand, using the interactive component offered by IPTV and by broadband Internet, thus ensuring viewers the possibility of making use of the contents that interest them in a personalised, autonomous manner.

"The agreement reached with Telecom Italia bears witness to the quality of the Class Life project, which began some time ago as a weekend programme on two television channels already produced by the publishing company for digital satellite and terrestrial TV, Class CNBC (the first global financial information channel in Italian) and Class News " (the first all-news TV transmitted on digital terrestrial), and has now become the TV reference point for the world of lifestyle, fashion and luxury", declared Paolo Panerai, Editor and Director of Class Editori.

The agreement between the publishing company and Telecom Italia includes long-term renewal of the supply contract for the two TV channels "Class CNBC Interactive" and "Class News Interactive, that are broadcast on the Internet and IPTV platforms "Rosso Alice" and "Alice Home TV". In addition to the contents already available on the Class channels in on-demand mode, interactive services which will include device services such as TV banking and trading on line are also foreseen, making the channels far different that the ones on the air on other platforms .

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