



Class Editori produces the Corporate TV of the Intesa Sanpaolo Group

The already existing agreement for on-demand TV service with Banca Intesa, which provides for the production of content and the supply of the technological platform, is extended to the 5,800 branches in Italy of the Intesa Sanpaolo Group

Milan, 5 July 2007

Class Editori will produce the Corporate TV for the Intesa Sanpaolo Group, following the extension of the already existing agreement between the publishing house and Banca Intesa.

Class Editori, thanks to the competence developed by the Business-TV division and the leadership reached in the sector, is able to supply Intesa Sanpaolo with an on-demand TV service that, reaching the Group's more than 5,800 branches in Italy – by web or by satellite – guarantees an important contribution to the elaboration and the development of the contents, the support and realization of programs and the management of the technological platform, necessary for the coordination of the contents themselves and channel viewing on employee computers.

Following this operation, Class Editori has become the largest supplier of Corporate TV in Europe, confirming the leadership reached in the sector. In addition to Intesa Sanpaolo, in fact, the publishing house supplies Corporate TV services to some of the principal Italian banks and companies, among which are Banca Generali, Banca Popolare di Vicenza and Ras.

“The decision of Intesa Sanpaolo to extend the same Corporate TV service already supplied by Class Editori to Banca Intesa to all of the Group’s branches in Italy recognizes the quality and the validity of our offer, in addition to the great usefulness of the service. Corporate TV, in fact, is a tool that fully satisfies the various communication demands of all of the corporate functions, facilitating and making possible the creation of a common business culture and a corporate climate that favour the achievement of development goals,” stated Paolo Panerai, director and publisher of Class Editori.

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