

PRESS RELEASE

## **IL SOLE 24 ORE ACQUIRES 30% IN BLOGOSFERE**

*The network operates 150 professional information blogs (more than 1,000,000 unique users)*

*Milan, 25 June 2007 – Il Sole 24 ORE Group acquires 30% in Blogosfere, the largest Italian network of professional information blogs ([www.blogosfere.it](http://www.blogosfere.it)).*

The transaction took place following the increase in capital of Blogosfere S.r.l., which has grown since its foundation in October 2005 to include more than 150 blogs in various fields with total traffic of more than 1,000,000 unique users.

Each blog of the network is dedicated to a specific issue and is supervised by an expert in the sector. Blogosfere covers the news from all angles, in a new and complementary way to the traditional media, while giving special attention to information niches.

*“We welcome a prestigious partner such as Il Sole 24 ORE to our company and we will now be able to develop Blogosfere more rapidly and more effectively, while preserving the independence of the network’s bloggers,”* stated Mark Montemagno, C.E.O. of Blogosfere.

*“Joining Blogosfere is part of a strategy to reinforce the Group on the Internet, allowing us to incorporate the expertise typical of the most advanced web practices and especially of a sector undergoing major growth such as blogs,”* commented Matteo Cascinari, Director of the Multimedia Area of Il Sole 24 ORE.

*For more information:*

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