

Press Release

**24 ORE GROUP: IVAN RANZA NEW GENERAL
MANAGER OF SYSTEM AD AGENCY**

Milan, 24 February 2014 – Ivan Ranza is the new General Manager of System, the advertising agency of the 24 ORE Group that offers an integrated multimedia portfolio of the Group's brands – on and offline daily newspaper, digital products, radio, events, training programs and exhibitions – boasting a weekly audience of 8,216,000 contacts.

His appointment is part of the strategy of the new Sole system unveiled in February, which aims also at strengthening the Agency as a partner of the market, focusing on customers and arousing their needs by offering integrated communication projects that combine all the points of contact. System draws on the strength of the digital supremacy of Il Sole 24 Ore (the best-selling digital newspaper in Italy with 148,987 copies, *ADS December 2013*), on the success of Radio 24 with the best performance in terms of audience growth (+9.6% in 2013, *GFK Eurisko Radiomonitor*), and on its solid presence in the web world.

Ranza will join the 24 ORE Group at the start of April. He was previously CEO from 2008 of Mtv Pubblicità (Viacom Italia). Before that, he worked for many years in the advertising field, building a successful career with major media companies: as general manager of the RCS Mediagroup advertising agency, specialized in advertising sales for leading foreign publications in Italy, sales director of Seat Pagine Gialle, of La7 and of the Jumpy portal (Fininvest group). He started his career at Publitalia in 1994.

Ranza, 43, married, 2 children, earned a degree in economics at the Catholic University of Milan.

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