



press release

JUVENTUS AND SPORTFIVE ENTER A 15 YEAR MARKETING PARTNERSHIP

Turin, 20 March 2008 - JUVENTUS Football Club S.p.A. and SPORTFIVE Italia S.r.l. have concluded a long term strategic partnership with respect to exclusive naming and partial promotional and sponsorship rights of the new stadium approved on 18 March 2008 by the JUVENTUS Board of Directors.

SPORTFIVE Italia S.r.l., belonging to the SPORTFIVE Group (a company of Lagardère Sports), the European leader in the fields of sports rights marketing, decided to enter into the agreement also in consideration of the strength and international value of the JUVENTUS brand as well as for being part of the JUVENTUS new stadium project. According to the agreement, SPORTFIVE is entitled to exclusively sell the naming right of the new stadium and to market part of the sky boxes and VIP seats.

The partnership shall last as from the date hereof and until the twelfth year after the completion of the construction of the new stadium (presently foreseen to be ready in the sportive season 2011/2012 and, therefore, final term should elapse on 30 June 2023).

The agreement provides an overall base compensation of € 6.25 million per annum per 12 years, that will be paid to JUVENTUS during the term of the partnership. The agreement provides relevant payments in connection with the construction of the new stadium.

Concluding this agreement, the parties have signed an innovative strategic alliance that confirms their leadership in the respective markets.

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