



press release

## **AGREEMENT BETWEEN JUVENTUS AND THE MEDIASET GROUP**

*Turin, 28 June 2004.* Juventus Football Club announces that it has signed a contract with the Mediaset Group concerning the transmission in Italy, on payment and with controlled access, of the home matches of Juventus in the Italian championship in the next three football seasons (i.e. the 2004/2005, 2005/2006 and 2006/2007 seasons) via terrestrial digital, cable and ADSL systems.

In addition, Juventus has granted the Mediaset Group the right of first negotiation and the right of first refusal for encrypted pay-TV rights to the Juventus home matches in the Italian championship from the 2007/2008 football season, as well an option for the home games of the European cups in the 2007/2008, 2008/2009 and 2009/2010 seasons.

The total sums for these agreements amount to € 32 million, € 20 million of which paid on signing and € 12 million in equal parts in the next three financial years.

### **Further information:**

#### **For Shareholders and Institutional Investors**

##### **Juventus Football Club S.p.A.**

Michele Bergero

Tel. +39 011 65 63 437

Fax. +39 011 56 31 177

e-mail: [investor.relations@juventus.com](mailto:investor.relations@juventus.com)

#### **For the Press**

##### **Juventus Football Club S.p.A.**

Stefano Coscia

Tel. +39 011 65 63 436

Fax. +39 011 44 07 461

e-mail: [ufficiostampa@juventus.com](mailto:ufficiostampa@juventus.com)



**JUVENTUS** Football Club Spa

Corso Galilelo Ferraris, 32 - 10128 Torino - Italia - Telefono +39 011 6563 1 - Fax +39 011 660 42 32

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