

NEWS RELEASE

Participation in the share capital of RCS Mediagroup S.p.A.

Verona 21 June 2013 - With respect to the rights issue of the company RCS Mediagroup S.p.A. (hereinafter, "**RCS**") approved by the Shareholders' Meeting on 30.05 last, under which rights can be traded during the period from 17.06 to 05.07.2013 included, in keeping with the request made by Consob on 20.06.2013 and in compliance with art. 114, paragraph 5, of Lgs.D. n. 58/1998, Banco Popolare Soc. Coop. herewith informs that to date it has not exercised its option rights, not even partially, neither with respect to the held shares for which it is fully entitled to exercise the above rights (equal to n. 78,750 ordinary shares), nor for equity investments under option right, that have already been disclosed to the market, assigned to the company Pandette Finanziaria S.r.l.. With respect to the afore mentioned rights, please see RCS's press release dated 18.06.2013 regarding the notification sent to RCS by Pandette Finanziaria S.r.l., stating that the shareholder does not intend to exercise the option rights for the held shares, nor "for the shares object of the purchase and sale option agreement entered into with Banco Popolare Società Cooperativa".

COMMUNICATION AND
EXTERNAL RELATIONS
Media Relations
Tel. +39-045-8675048/867/120/121
ufficio.stampa@bancopopolare.it

INVESTOR RELATIONS
Tel. +39-045-8675537
investor.relations@bancopopolare.it
www.bancopopolare.it (IR section)