

**NEWS RELEASE**

## Shareholding in RCS Mediagroup SpA

*Verona, 28 June 2013* - With respect to RCS Mediagroup S.p.A.'s rights issue approved by the General Meeting on 30 May last, Banco Popolare Soc. Coop. herewith informs, that it has decided to exercise the 78,750 option rights attached to the shares owned by Banco Popolare Soc. Coop., which fully entitle the bank to exercise the related rights, and which are unrelated to the option agreement entered with Pandette Finanziaria S.r.l., mentioned in RCS's press release dated 18.06.2013.

COMMUNICATION AND  
EXTERNAL RELATIONS  
Media Relations  
Tel. +39-045-8675048/867/120/121  
[ufficio.stampa@bancopopolare.it](mailto:ufficio.stampa@bancopopolare.it)

INVESTOR RELATIONS  
Tel. +39-045-8675537  
[investor.relations@bancopopolare.it](mailto:investor.relations@bancopopolare.it)  
[www.bancopopolare.it](http://www.bancopopolare.it) (IR section)