PRESS RELEASE

RCS MEDIAGROUP S.P.A. CAPITAL INCREASE

Milan, 4 July 2013 - Pirelli & C. S.p.A. announces, with reference to the RCS Mediagroup S.p.A. ("RCS") capital increase at present under way and following the announcement to the market made on June 21, 2013, that it has exercised a total of 5,757,493 option rights attached to shares bound to the RCS Shareholder Lock-up and Consultation Agreement (the "Agreement") and sold on the market 105,696 option rights attached to the remaining RCS shares held but not bound to the Agreement.

In the event that the RCS capital increase is fully subscribed, the percentage of RCS ordinary shares held by Pirelli & C. S.p.A., calculated against the fully diluted ordinary capital of RCS post increase, would be about 5.3%.

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