



JOINT PRESS RELEASE

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SWG S.r.l. and **Dmail Group S.p.A.** have undersigned a letter of intent with **Mr Angelo Maria Perrino** to continue their exclusive negotiations to acquire a minority interest in **Uomini&Affari S.r.l.**

Uomini&Affari S.r.l. is the publisher holding www.affaritaliani.it, the first Italian on-line daily newspaper, available on the web since April 11th 1996, whose founder, majority shareholder and director is the above mentioned Mr Perrino.

Concerning the negotiations, **SWG S.r.l.** and **Dmail Group S.p.A.** are defining cooperation opportunities between themselves and with Affaritaliani.it.

Dmail Group S.p.A., listed on the Star segment of the Italian Stock Exchange, operates in the Media Commerce and Local Media areas.

In the Media Commerce area, the Group is leader in direct multi-channel sales, particularly online, in Italy and abroad, of innovative and good value products branded "*Dmail - Idee utili e introvabili* - www.dmail.it", "*Dcomfort - Idee per vivere meglio* - www.dcomfort.it", "*DGarden - Idee per vivere il tuo spazio verde* - www.dgarden.it", of small household appliances branded "*Gli utilissimi* - www.dmail.it/gliutilissimi"; of mass consumer electronics branded "*Bow - Tentazioni tecnologiche* - www.bow.it", of considerably discounted branded products, in the format "*OVO - Online virtual outlet* - www.ovo.it", reserved for members only and, in outsourcing, on behalf of leading companies of the *Made in Italy* and publishers. The publishing activities are managed through **Dmedia Group** that controls **Netweek**, the first local media circuit in northern Italy. Consisting of 40 local editions and the first weekly regional publication "*IN Europa*", Netweek has a weekly circulation of 453,000 copies and over 2 millions readers. Dmedia is also the editor of the **Netweek.it** website, the portal of local news.

SWG is a research institute focusing on marketing, social, political and media analysis. It was founded in Trieste in 1981 and since then, it has offered its services to companies, institutions and public administrations. Its researches and surveys are carried out through a multi-channel approach, mainly focused on the internet. Moreover, It has developed a platform for on-line interviews and a on-line community composed of thousands of browsers taking active part in the company's web surveys. Its continuous specialization on the internet has been achieved thanks to its long term partnership with Harris Interactive, one of the most important American firms in the field. SWG is also part of Intersearch, an international network of independent companies helping its members to carry out researches throughout Europe, the Far East, Russia, the United States and South Africa. SWG is also member of Panelteam, a European on-line communities centre, and during the last years it has been increasing its links with companies working in south eastern Europe.

Affaritaliani.it is the web daily newspaper. After fourteen years of activity, it still stands as the real winner in the Italian digital publishing panorama. Its editorial staff is composed of twenty people, based at its head office, and approximately 100 contributing editors around the world. It runs a TV channel in cooperation with Youtube, a daily newsletter to 100 thousands registered readers and "*Cinqueallecinque*", a pdf-format bonsai daily newspaper released in the afternoon. Its director is Mr Angelo Maria Perrino; who has also been awarded of the official title of "*Cavaliere della Repubblica*". He holds a degree in philosophy and a post graduate degree in general management at Politecnico di Milano. During his professional career as journalist, he used to work as reporter for "*Panorama*" and "*Il Giorno*". He is the former vice director of "*ItaliaOggi*", "*Mf*", "*Milano Finanza*" and "*Campus*". Moreover, he is the author of successful books as: "*Professione Manager*" (co-author with Paolo Scaroni, published by Mondadori) and "*Vita da Manager*" (co-author with Giancarlo Mazzuca, published by SperlingKupfer), the latter winning the "*Premio Campione per l'economia*" award.

For further information:

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