



Press Release

**Record-breaking April for www.ilsole24ore.com
3,149,291 unique users (+69.91%) and 38,435,564 page views
(+67.22%)**

***Excellent results for the Il Sole 24 ORE site in e-commerce (+55%)
and in advertising sales (+59.8%)***

Milan, 5 May 2008 – www.ilsole24ore.com recorded a historic high of **3,149,291** unique users in April, **+69.91%** compared to last year, and **page views** of **38,435,564**, **+67.22%** year-on-year.

Impacting these results was the exceptional performance recorded on **Monday, 14 April** on the occasion of the **political elections**, with the special coverage dedicated to the elections bringing in **record high users and pages views** with 429,266 users and 3,166,000 page views.

Some of the news in April includes introduction of the new **Cinema Section** with news, special features, movie theatre listings, and trailers of the films currently showing in theatres.

Excellent results in terms of **e-commerce** at shopping24.it with April turnover reporting a **rise of 55%** with respect to the same month in 2007 and an **increase in January to April 2008** of **+32%** versus the same period last year.

Advertising sales on www.ilsole24ore.com, handled by **WebSystem**, reported **superior performance**, with a **+ 59.8%** rise in commissions for the month of April 2008 versus April 2007 and a progressive January to April 2008 performance up **40.5%** versus the same four months in 2007.