PRESS RELEASE

MASSIMO DONELLI:
"WHY CHANGE A WINNING TEAM
EVERYONE CONFIRMED FOR CANALE 5's DAY-TIME"

Massimo Donelli, director of Canale 5: "We tend to talk a lot about prime time TV, and perhaps it's easy to understand why. But we probably speak too little about day time television. And this is a shame. Because from Monday to Friday in day time on all channels - and I underline all channels - there are a number of TV stars who work every day (often live) for months and months, without a break keeping millions of viewers company.

Now that Canale 5's spring guarantee period for Monday - Friday day time has ended with exceptional results (Chi vuol essere milionario is still running and we will talk about that later), it's a great pleasure to be able to say a heartfelt thank you, in alphabetical order, to: Rita Dalla Chiesa, Maria De Filippi, Barbara d'Urso and Federica Panicucci who with Forum, Uomini e Donne, Pomeriggio 5 and Mattino 5 have guaranteed the channel, along with, Beautiful and Centovetrine, nine months of great television, greatly appreciated by both the audience and advertisers.

Obviously, my thanks also go to ,Claudio Brachino and Paolo Del Debbio who have alternated on Mattino 5 with an exceptional sense of team spirit.

Now for everyone there is a long period of well-deserved rest (with the single exception of Barbara d'Urso who, after a week's holiday, will be back in the early evening Canale 5 slot from 7 June until 9 July). But they will all, of course, be back in the studios in September: why change a winning team?"

Cologno Monzese, 29 May 2010