



WorldSpace Italia, a company in which Class Editori holds a 35% interest, and WorldSpace Inc. have signed an agreement with Fiat Group Automobiles for launching satellite radio services in Italy, an absolute first in the whole of Europe.

Following its success in the USA with 20 million subscribers, satellite radio now comes to Italy thanks to the agreement stipulated between Fiat and WorldSpace.

Class Editori (Italian Stock Exchange: CLE) communicates that WorldSpace Italia, in which the publishing house holds a 35% interest through NewSatelliteRadio, and WorldSpace Inc. (Nasdaq: WRSP), which holds the other 65% of the company, have signed an agreement with Fiat Group Automobiles by which Fiat Group Automobiles will become the first carmaker, both in Italy and in the whole of Europe, to install and distribute the WorldSpace satellite radios.

Starting from the end of 2008, WorldSpace expects to begin round-the-clock nationwide transmissions of 40 to 50 music, news, entertainment and sports channels using cutting-edge digital audio technology. WorldSpace Italia programming will include a unique and innovative channel, developed for Fiat Group Automobiles and targeted to the sales network, customers and motorists in general. This will be the first time a carmaker uses a radio station to provide customer promotion and assistance services.

Starting from the end of 2009, Fiat Group Automobiles will offer WorldSpace satellite radios on some Lancia, Alfa Romeo and Fiat models. Additionally, Fiat Group Automobiles may offer portable WorldSpace satellite radio receivers through its aftermarket channel.



Through NewSatelliteRadio, Class Editori is also the preferential content provider for WorldSpace and produces, either directly or through partnerships, more than 50 dedicated entertainment, sports, music and public service channels in the WorldSpace Italia bouquet.

“This agreement with Fiat Group Automobiles, currently leader of innovation in the automobile sector both at technical level and as regards customer service, is a very important event for Italian media as it marks the European debut of satellite radio, the most successful medium in the sector in recent years, with over 20 million subscribers in the United States”, declared Paolo Panerai, director and editor of Class Editori. “While for Fiat it is an addition to its development, for Class Editori, the company that founded WorldSpace Italia together with WorldSpace Inc., now owned together with Telecom Italia, it confirms its mission to be the first to innovate the world of information and entertainment using the most modern means that technology can provide”.

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