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JUVENTUS FOOTBALL CLUB

Press release

Faithful unsworn translation of the Italian version

Juventus Football Club: Agreements with Sky Italia

Turin, 30 April 2004 – Juventus Football Club announces that it has underwritten agreements with Sky Italia concerning the (exclusively television) broadcasting, in the 2005/2006 and 2006/2007 football seasons, of the home matches of the Italian Championship, for Italy (encrypted) and for the rest of the world (including free to air), training sessions and the Trofeo Berlusconi, and other commercial rights.

The sums for the two new seasons are respectively €90 million and €94.5 million. The agreements also envisage an annual bonus of €5 million for finishing in the top two positions of the Championship.

Sky Italia had acquired these rights up to the 2004/2005 football season for about €90 million.

As confirmation of the long-standing tie with the Sky platform, it will be remembered that in 2001 the official sponsorship agreements were extended until 30 June 2005 and that in the next season the Sky Sport logo will appear on the strip used by Juventus in the Championship.

Further information:

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