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Borsa Italiana S.p.A.

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## **BORSA ITALIANA BRINGS HIGH DEFINITION BUSINESS NEWS TO ITALIAN AIRPORTS**

- *New partnership delivers news and financial updates to air travelers*
- *HD content will be available at six of Italy's largest airports*

Borsa Italiana, one of Europe's most established stock exchanges, today announced a new partnership with ICMoving Channel, a leading supplier of outdoor HD television, to provide streaming news and financial information to major Italian airports.

The collaboration will allow travellers to view Borsa Italiana-edited economic and financial news on ICMoving Channel's TV network at six of Italy's largest airports: Rome Fiumicino, Milan Linate and Malpensa, Bergamo, Venice and Treviso. The new initiative targets national and international business travellers requiring high quality, up-to-the-minute business and financial news. The programming will go live from April 2011.

The content, produced in HD will consist of two daily updates:

- *Markets Flash*: a focus on the main news of the day and macro-economic issues
- *Flash*: a snapshot of all the news related to shares, currencies and indices updated in real time

As well as providing content, Borsa Italiana will collect the advertising revenues generated by the network.

Maneula Redaelli, Commercial Advertising Manager at Borsa Italiana said, "We're delighted to be launching this exciting new service at Italy's largest airports. Business travelers will be able to keep up to date with market movements, price changes and the most important news story of the day. This new partnership highlights our commitment to delivering real time, high quality financial information to our customers wherever they may be."

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**Borsa Italiana**

Borsa Italiana S.p.A. is one of Europe's largest and most established stock exchanges with 331 companies listed across its markets. The Italian Exchange operates markets trading in Italian equities, bonds and derivatives. Markets include the MIV and STAR segments as well as IDEM, MOT, ETFPlus and AIM Italia and MAC for small cap companies. Since October 2007 Borsa Italiana has been part of the international diversified exchange business, London Stock Exchange Group.