



Press Release

A record May for www.ilsole24ore.com

The Il Sole 24 ORE website tops the charts also in e-commerce (+36%) and advertising sales (+45%)

Milan, 10 June 2008 – Audiweb figures on Internet users and page views in May show that the www.ilsole24ore.com portal did remarkably well: **207,000 users per average day** and **3,309,650 users in May**, **the website's record high**, up **56%** year-on-year; **an average 1,231,000 daily page views**, making a total of **38,185,481 page views in May**, up **53%** year-on-year.

Fueling the success of the www.ilsole24ore.com portal are a number of new services and features launched every month by the on-line staff: “**Speciale Europei 2008**” for instance, providing news, updates, matches in real time and the video report on Austria “E come Economia e Europei”. Debuting on line today, “Europunto”, Gigi Garanzini’s sports video feature. And fresh on the web, the **Focus on Universities**, launched a few days ago, with an interactive map on Italian universities and all the admission tests split up by faculty, prepared jointly with Hoepli Test.

Shopping24, the Il Sole 24 ORE e-commerce channel, scored **great results** too, **up 36% year-on-year in May**, with a **progressive 32% rise over the January-May period**.

Advertising sales on www.ilsole24ore.com run by WebSystem followed suit, with a **progressive 45.3% rise over the January-May period**.

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