

Press Release

**Gruppo 24 ORE: Andrea Chiapponi new Managing
Director of the advertising agency System**

Milan, february 12, 2009. Andrea Chiapponi, 35 years old, from Ravenna, is the new Managing Director of System, Gruppo 24 ORE's advertising agency.

Chiapponi, a degree in engineering at the Milan Polytechnic and a Master in Business Administration at Insead, for the past two years was General Manager of the agency and previously worked for the McKinsey & Company consultants.

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