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**PRESS RELEASE**  
**Milan, 23<sup>rd</sup> October 2008**

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***The Amodei group has chosen TXT Polymedia Video for  
[www.tuttosport.com](http://www.tuttosport.com)  
Real-time 360-degree sports news  
and a very active community***

***Milan, 23<sup>rd</sup> October 2008***

Monday, 22 September 2008 marked the online debut of the new website of Tuttosport – the Amodei publishing group’s longstanding daily newspaper – developed by TXT Polymedia using its eponymous platform. Tuttosport.com will offer its readers sports content updated in real time: news, photographs, videos and audio. It will also be possible to read online the electronic version of the newsstand edition of the newspaper.

Ample space has been dedicated to developing the community. To do this, for all contributions published (articles, videos, and photographs) the site offers several opportunities for interaction with users. These range from publication of self-produced content (videos, photographs, music, and comments) to participation in surveys and social bookmarking services for content sharing (OkNotizie, Wikio, and ShareThis).

The Media Centre section has been divided into two distinct parts in order to achieve clear-cut characterisation of video and photographic contributions. This enables users to surf quickly among multimedia contents based either on direct relationships or on classifications.

Special attention has been dedicated to SEO (Search Engine Optimisation) features to make contributions published on the portable searchable not only within the portal itself but also on the various search engines available on the Web.

According to Tullio Pirovano, General Manager of TXT Polymedia, *“This portal is a very complete and far-ranging example of what it is now possible to do on the Web. Today we are among the leaders in Italy, as regards the emerging trends of development of communities and of video use. For us the Amodei Group’s choice of TXT Polymedia further confirms the value of our technology and our skills in the publishing field.”*

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**TXT Polymedia**, is a leading software company specialized in *Digital Media & Channel Integration* broadcasters, media e telcos. TXT Polymedia, is a fully-owned company of TXT e-solutions.

**TXT e-solutions** is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are *Demand & Supply Chain Management* (DSCM) with TXTPerform offer and *Digital Media & Channel Integration* with TXT Polymedia company (100% subsidiary). The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 560 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, Wynyard, London and New York.

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