

LOTTOMATICA S.p.A.

Viale del Campo Boario, 56/d – 00154 ROME

Paid-in share capital Euro 152,286,837.00

VAT number, tax payers' code and enrolled with the Companies

Register of Rome with the no. 08028081001

Subjected to the direction and coordination by

De Agostini S.p.A.

NOTICE OF CALL FOR ORDINARY SHAREHOLDERS' MEETING

Shareholders are called to attend the Ordinary Shareholders' meeting at the registered office located in Rome, Viale del Campo Boario no. 56/d, on April 28, 2009, at 11.00 a.m., and, if required, on second call, on April 30, 2009, at the same venue and time, in order to resolve upon the following

AGENDA:

Financial statements as at December 31, 2008; proposed allocation of net profits; inherent and consequent resolutions.

Pursuant to the provisions of law and to Article no. 8.3 of the Company's By-laws, Shareholders that, even jointly, represent at least one-fortieth of the share capital, may send the Company, to the attention of the Corporate Affairs Department, a request to supplement the list of items on the agenda within five days of the publication of this notice, specifying in their request the further issues they propose to discuss.

Additional items on the agenda, however, may not be submitted if, pursuant to the law, the Shareholders have to resolve on such items on the basis of a proposal, a project or of a report by the Directors. The supplemented agenda will be published in the same way as this notice at least ten days before the day set for the Shareholders' meeting summoned on first call.

Pursuant to the law and to Article no. 9 of the By-laws, Shareholders are entitled to attend the meeting if the authorized intermediaries that keep their accounts have sent the Company the communication required by the applicable provisions within two business days before the date set for the Shareholders' meeting. Communications received in

accordance with the above are also valid for calls subsequent to the first.

The Company does not impose a share freeze as a prerequisite to attend the meeting: Shareholders are only required to give instructions to the intermediaries who keep their accounts so that the latter may timely send the Company the above mentioned communication. This does not give rise to any impediment to the subsequent release of the shares referred to in the communication; in such event, the intermediary who has sent the communication is required to inform the Company without delay of any partial or total transfer (or any other act of disposal) of the corresponding shares since the said communication would no longer effectively entitle the participant to attend the meeting.

The Company may in no circumstances be held liable for any requests for prior notices in order for the necessary formalities to be discharged in good time or for any cases of shares lodged not actually being available that may be imposed by the intermediaries' practices.

The Shareholders may be represented by proxies in compliance with the provisions under Article no. 9 of the Company's By-laws and Article no. 2372 of the Italian Civil Code.

Shareholders and their representatives are kindly requested to appear at least one hour before the time at which the Shareholders' meeting is to begin in order to facilitate the registration procedures.

The draft standalone and the consolidated financial statements as at December 31, 2008, together with the annual corporate governance report, as well as the documentation required by the current provisions of law with reference to the item on the agenda, shall be made available to the public for consultation within the terms set by the applicable provisions at the Company's registered office and at the seat of Borsa Italiana S.p.A., as well as on the Company's website www.gruppolottomatica.it; Shareholders are entitled to peruse them and obtain copies at their own expense.

Rome, March 27, 2009

LOTTOMATICA S.p.A.

on behalf of the Board of Directors

The Chairman, Managing Director and CEO