

EDICOLA ITALIANA HAS BEEN LAUNCHED: THE DIGITAL PLACE TO PURCHASE AND READ NEWSPAPERS AND MAGAZINES ON TABLETS, PCs AND SMARTPHONES

Over 60 newspaper and periodical titles are available at www.edicolaitaliana.it

A new reading experience of the most loved and important newspapers, with a very simple management of the choices of the whole family thanks to a single account with customizable profiles

Users can read a free digital copy of their newspaper with the promotional 7 DAY TRIAL and have unlimited access to the monthly and weekly publications through ALL-YOU-CAN-READ subscriptions

With its unique full-text search, on EDICOLA ITALIANA you can seek out topics or names within all of the articles on the platform

EDICOLA ITALIANA is a collaborative effort between the Association “Consorzio Edicola Italiana” - founded by Caltagirone Editore, Gruppo 24 ORE, La Stampa - ITEDI, Gruppo Editoriale L'Espresso, Gruppo Mondadori and RCS MediaGroup – and Premium Store, innovative startup of the incubator Digital Magics

Milan, January 20, 2015 - EDICOLA ITALIANA, the platform to buy, read and subscribe to newspapers and magazines on tablets, PCs and smartphones will be active from today. The initiative sees the collaboration between the most important publishers – united in the Association “**Consorzio Edicola Italiana**” – and the innovative startup **Premium Store**.

Available through www.edicolaitaliana.it are a total of over 60 newspapers (national and local) in addition to periodicals in digital form, including Corriere della Sera, La Repubblica, Il Sole 24 Ore, La Gazzetta dello Sport, La Stampa, Il Messaggero, Il Gazzettino, Il Mattino, Tv Sorrisi e Canzoni, Il Venerdì di Repubblica, Io Donna, D La Repubblica delle Donne, Oggi, Chi, Cucina Moderna, Sport Week, CasaFacile, Donna Moderna, Panorama, Grazia, How To Spend It, IL, only to name a few.

Only on EDICOLA ITALIANA can users browse the archives of the most distinguished and popular print media through a one-password search engine. All that is needed to experience **a new way of reading, which makes the contents of multiple papers and magazines usable without having to connect to individual sites** is to enter user data the first time upon initial sign in. After registering, users will no longer need to enter their data each time they make a purchase, aside from their password. This method of online purchase of EDICOLA ITALIANA is safe and easy, thanks to the integration with the system Gestpay by **Gruppo Banca Sella**, which is compliant with the highest safety standards defined by the International circuits.

Soon users will be able to access the apps of the individual papers and magazines with the same credentials they are using on www.edicolaitaliana.it.

Another unique feature of EDICOLA ITALIANA is the **search in full-text mode of one or more keywords**: users can search for a topic or a name to find the matching words in all the articles of newspapers and magazines present on the digital newsstand.

Thanks to the **multi-profile account** of EDICOLA ITALIANA, **customizable sub-profiles** can be created: users can manage and consult individually and or simultaneously the products chosen by different members of their family and always be up to date on new releases of their favorite newspapers and magazines. Back issues can be purchased as well.

An exclusive initiative of EDICOLA ITALIANA is the **SEVEN DAY TRIAL**: users can browse the online digital copy of their newspaper **free** for a week and decide whether to continue the subscription once the promotion has expired. In promotion for the first months of activity and for the first time in Italy, users can sign up for **ALL-YOU-CAN-READ** subscriptions: they can buy and read – on their computers, smartphones and tablets – all the monthlies present in the catalog of www.edicolaitaliana.it for just €9.99 a month, and all the weeklies + monthlies for just €14.99 a month.

EDICOLA ITALIANA was created by the Association “**Consorzio Edicola Italiana**” – consisting of **Caltagirone Editore**, **Gruppo 24 ORE**, **Gruppo Editoriale L'Espresso**, **La Stampa – ITEDI**, **Gruppo Mondadori** and **RCS MediaGroup** and represents a significant step forward in the direction of technological innovation benefiting the fruition of information. The Association “Consorzio Edicola Italiana” has chosen exclusively the innovative startup **Premium Store** for the development and the commercial management of EDICOLA ITALIANA. Premium Store is controlled by the certified incubator **Digital Magics** – which **invested €1 million** into the initiative - and by major entrepreneurs and Italian investors (see [Press Release](#)).

Premium Store – www.edicolaitaliana.it

Premium Store is an innovative startup of the certified incubator Digital Magics, which is listed on the Italian Stock Exchange's AIM Italia market. Following the exclusive agreement with Consorzio Edicola Italiana - founded by Caltagirone Editore, Gruppo 24 ORE, Gruppo Editoriale L'Espresso, La Stampa, Mondadori and RCS MediaGroup - Premium Store is developing and will operate EDICOLA ITALIANA, the online newsstand for Italy's premium publishers. It is a platform from where it will be possible to search, select, view and buy newspapers, magazines and e-books from any device in HTML5 format. Premium Store incorporates, within the Italian publishers' online newsstand, a complete system of payment and the possibility of linking up with existing publishers' apps. By using Premium Store's advanced technology, digital readers will be able to access EDICOLA ITALIANA to carry out full-text searches of all the material belonging to those publishers who have joined the Consorzio Edicola Italiana. In order to offer readers more choice, the Association “Consorzio Edicola Italiana” is open to new national and international publishers.

For further information:

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