

PRESS RELEASE

INTESA SANPAOLO CONFIRMS ITS SUPPORT TO THE ITALIAN FILM INDUSTRY BY INVESTING IN PAOLO GENOVESE'S NEW FILM, "IMMATURI – IL VIAGGIO"

- **The Bank, together with Roma Gas & Power, invests 1.5 million euro**
- **The bank's commitment to supporting the sector is confirmed for 2012**

Milan/Rome, 3 January 2012 – **Intesa Sanpaolo**, with a view to supporting the Italian film industry, raising awareness of the opportunities offered by the investment instrument among other investors as well as providing stability to the sector's financial support, **has taken part in the making of Paolo Genovese's new film, "Immaturi – Il Viaggio", with the involvement of the Roma Gas & Power company.** Overall, the Bank and the Company - the latter operating in the sale of natural gas and power - **invested 1.5 million euro in the film's production.**

Over the years, Intesa Sanpaolo has shown a great deal of commitment to the Italian film industry, culminating in a series of successful initiatives: from the short films of the **"PerFiducia"** project (now at its fourth edition), to the production of the short film **"Baggage"** by award-winning Bosnian director **Oscar Danis Tanovic**, to sponsorship of the **Torino Film Festival**, to the creation of the **specialised Media & Entertainment Desk of Mediocredito Italiano** (which, in the space of 3 years, has so far issued over 200 million euro in support of the production and distribution of cinema and television projects), all the way to its **direct participation**, with minority shares, **in the share capital of two leading film production companies.**

In 2010, implementing the new External Tax Credit regulation, **Intesa Sanpaolo** was the **first private entity to invest directly in the production of individual cinematographic works**, giving rise to the first operation of its kind in Italy with the participation in the making of the film **"This must be the Place"** by **Paolo Sorrentino**, presented at Cannes Festival in May, with a contribution of 2.5 million euro.

The Bank went on to undertake similar operations **throughout 2011** as well, investing **a further 2.5 million euro** in four films: **Ermanno Olmi's "Il villaggio di cartone"**, presented out of competition at the recent Venice Festival, **Pippo Mezzapesa's** first work, **"Il paese delle spose infelici"**, presented at the Rome Festival, the next project by **Matteo Garrone**, **"Big House"**, to be released in 2012 and, lastly, **Paolo Genovese's** film, **"Immaturi - Il Viaggio"**.

Intesa Sanpaolo will continue to invest in 2012 as well, in support of film production. It has already identified three works of great interest, one by a fledgling female director and the other two by well-established and popular directors.

For further information

Intesa Sanpaolo Media Relations +390287963010/3531 stampa@intesasnpaolo.com	Studio Nobile Scarafoni Massimo Scarafoni +393357815801 Massimo.scarafoni@gmail.com azzurra@studionobilescarafoni.it
---	--