



COMMERCIAL AGREEMENT BETWEEN MAGGIORE AND TWENTIETH CENTURY FOX.

Rome, 9 July 2012 – An important partnership has recently been signed between Maggiore, the leading 100% Italian-owned operator in the retail segment and in van rental under the AmicoBlu brand, and 20th Century Fox, the global film studios and cinema distribution giant. As a result, a series of large commercial joint initiatives are about to be launched, in connection with the release of the eagerly awaited film "Ice Age 4: Continental drift", to be released in the cinemas next 28 September.

These initiatives, highlighted by the claim "Whoever rents Maggiore in August and September, finds a treasure" and in which the word "journey" is the underlying theme of the project, are designed to make all Maggiore customers who participate especially happy. All the details will soon be released on Maggiore's Facebook profile and on maggiore.it.