



Press Release

RCS denies the green light to sell its stake in Dada

Milan, 4 February 2011 – With reference to speculation in today's press over the possible sale of the RCS MediaGroup's 50.7% stake in Dada, RCS has already advised the market that it has appointed a primary advisor (Mediobanca) to identify and define the scope of its non-strategic operations, and to explore a wide range of potential value enhancement options, which could also include Dada. As advised on 20 October 2010, the Board of Directors of Dada, in accordance with its responsibilities, was also involved in this process.

An update on the exploration of potential options may be presented to the meeting of the Board of Directors of RCS, already scheduled for 11 February 2011 for the examination of the provisional figures, stating, at the request of Consob, that conjecture regarding the possible sale of the whole stake (which would require the launch of a public purchase offer) is, at present, unfounded.

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