



## Press release

### **RCS MediaGroup exercises options to purchase 1.97% of Dada's share capital**

*Milan, 11 August 2008* – RCS MediaGroup, following the exercise of the options already concluded on the basis of the programme approved by the Board of Directors on 7 February, today purchased 320,000 Dada SpA shares, equivalent to around 1.97% of Dada's ordinary share capital. The price paid was EUR 14.2743 per share for 70,000 of the shares, and EUR 12.729 for the remainder. RCS MediaGroup now holds a total stake of around 48.52% in Dada.

For further information:

**RCS MediaGroup - Media Relations**

Barbara Ruggeri - 02 25845414 – [barbara.ruggeri@rcs.it](mailto:barbara.ruggeri@rcs.it)

Maria Verdiana Tardi – 02 25845412 – [verdiana.tardi@rcs.it](mailto:verdiana.tardi@rcs.it)

**RCS MediaGroup - Investor Relations**

Federica De Medici - 02 2584 5508 - [federica.demedici@rcs.it](mailto:federica.demedici@rcs.it)

Arianna Radice - 02 2584 4023 – [arianna.radice@rcs.it](mailto:arianna.radice@rcs.it)

[www.rcsmediagroup.it](http://www.rcsmediagroup.it)