



Press release

RCS MediaGroup exercises option to purchase 1,233% of Dada's share capital

Milan, 15 January 2010 - RCS MediaGroup, following the exercise of the option concluded on 18 March 2009 (and contextually announced to the market), today purchased 200,000 Dada S.p.A. shares - equivalent to 1,233% of Dada's ordinary share capital - at the unit price of Euro 4,89. RCS MediaGroup now holds a stake of around 50,74% in Dada S.p.A..

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