



Press Release

Milan - Florence, October 20, 2010 – In a meeting held today, the Board of Directors of Dada with regard to the request received from the parent company RCS MediaGroup resolved to provide information on the Dada Group as part of an exploratory survey being made by RCS itself with the assistance of a leading finance house, as already disclosed to the market, in order to explore options for value enhancement. Dada's Board of Directors decided to proceed with this request as it was deemed to be in the best interest of the company and all its shareholders.

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