



## Joint press release

**Milan and Florence, Wednesday July 9<sup>th</sup>, 2003**

On July 1st, 2003 RCS Pubblicità S.p.A. and DADA S.p.A. (Reuters DA.MI) have started the operations of RCS DADA Advertising S.p.A., a newly-established company that shall be active in the sector of on-line advertising.

RCS DADA Advertising includes a 51% interest by RCS Pubblicità and a 49% by DADA, its premises shall be in Milan, Via Mecenate 91, and it shall work as an exclusive dealer for the advertising collection of the whole web network for both RCS Group and DADA Group; moreover, considering its future possibilities, it shall be able to acquire any further franchise for third parties' web sites.

RCS DADA Advertising is dedicated to the sale and the development of Advertising IP (Internet Protocol) that includes both the whole range of NetMarketing traditional advertising forms, such as the use of banners, mailing lists, newsletters and direct e-mail marketing, and the realization of personalized communication projects for larger clients with specific requirements.

Moreover, the new structure is also made up of a division named "Factory" which is able to manage complex projects of advertising planning that work both on the web and on the possibilities of contacts offered by the new mobile communication systems, and on a commercial division dedicated to the Media Centres as well.

The major strong points that characterize RCS DADA Advertising range from the width to the complementarity of the administered network that includes, among others, both on-line portals, newspapers and magazines: Corriere.it, Gazzetta.it, Max (max.rcs.it), superEva.it, Clarence.com and Conento.it; moreover it counts over a total of 190 million Viewed Pages per month and again over 4.2 million Unique Visitors per month. (Nielsen source)

Such initiative is part of a wider project of collaboration between RCS MediaGroup and DADA which also included a 15.4% interest that RCS MediaGroup acquired in the capital of DADA and DADA's active participation in the valorisation process of both the on-line and the off-line brands of RCS both on the web and in the wireless sector.

The Board of Directors of the new company RCS DADA Advertising is composed by Flavio Biondi, Paolo Barberis, Alessandro Buda, Giorgio Riva and Alessandro Sordi, while Roberto Zanaboni shall be in charge of the initiative at managerial level.

Thursday July 10<sup>th</sup> shall be the date for the official presentation of RCS DADA Advertising in Milan, dedicated to both sector operators and the press.

