



PRESS RELEASE

RCS MediaGroup: 46.1% of Dada's share capital conferred to the Shareholders' Agreement, following further purchases by other members

Milan, 6 August 2007 – RCS MediaGroup acquired today 121,395 Dada shares from several managers of Dada who are members of the existing Shareholders' Agreement and who had granted the shares to said Agreement. This purchase was made as the result of the pre-emption right in compliance with the Shareholders' Agreement at a unit price of €22.357. RCS MediaGroup has granted the aforesaid shares, combined with others already in the portfolio, for a total of 122,445, to the Shareholders' Agreement. Taking into account the 234,500 Dada shares previously granted on 30 July, also following purchases from members of the Shareholders' Agreement (on this point please see the notice published in today's *Corriere della Sera* pursuant to art. 122 of Legislative Decree no. 58/1998 and related implementation provisions) this brings the contribution of RCS to the Shareholders' Agreement to approx. 46.1% of Dada's share capital and to about 78.8% of the tied-up total.

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