



Press release

RCS MediaGroup increases its stake in DADA to 23.6%

Milano, 28 October 2005 - RCS MediaGroup announces that today it purchased 1,300,000 shares, equal to about 8.2% of the ordinary share capital, of DADA at a price of € 14.2692 per share and to have negotiated with a primary financial broker the purchase of a *call* option on an additional 1,462,384 shares in DADA, equal to about 9.2% of the capital.

The option, that expires by 15 November 2005, has an exercise price of € 13.40 with a premium of € 0.90 per share.

The block market purchase increases RCS MediaGroup's current stake in DADA of 15.4% to around 23.6% while exercise of the *call* option would result in a stake of around 32.8% in DADA's ordinary share capital and, by law, would trigger the launch of an obligatory PTO.

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