



Press release

RCS MediaGroup options an additional 8.8% of DADA

Milan, 31 October 2005 - RCS MediaGroup announces that it has negotiated the purchase of additional *call* options, expiring on or before 15 November 2005, on 1,400,000 total shares of DADA, equal to approximately 8.8% of company ordinary capital with a primary financial broker. The *call* option has an exercise price of € 13.80 and a premium of € 0.50 per share.

The exercise of all of the call options, negotiated both last October 28th and today, would increase RCS MediaGroup's stake in DADA from the current approximately 23.6% to 41.6%.

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