



The DADA Group debuts in TV with a Register.it commercial

On the air for the first time with a company campaign explaining the advantages and opportunities of having your business online

Florence, 8 January 2013 - The DADA Group announces the first Register.it television commercial - leader in Italy in the domains, hosting, e-commerce and digital advertising business - aimed at reaching a wider and more diversified audience, consisting primarily of SMEs and professionals. The commercial highlights the importance of digital literacy and the value of the Internet to increase business. As of January 6th, the advert can be seen on major national TV stations, both digital and satellite, as well as on the web.

The debut of the Register.it advert on television is part of the Dada Group's strategy to launch a major advertising campaign, both offline and online, with the aim of educating viewers and users on a large scale about the importance of the Internet for growth and development. The key message of the campaign revolves around the vital role the Internet plays as an effective business strategy aimed at increasing opportunities for growth without the need of large investments and specific computer skills.

The advert focuses on the value of the website in today's market in a simple, immediate and ironic way. Daily life scenarios are presented where clients are sent packing before business is concluded, comparable to how not being online means loss of business. Three stories are presented in which a restaurant owner, an architect and a home improvements store manager tell customers to go away for no apparent reason, leaving them speechless.

A final message urges the viewer to choose a reliable, flexible and easy to use service, like Register.it, that can assist any type of business or professional to quickly and securely solve any type of problem related to the presence and development of an online business.

"The decision to take on television as a form of publicity stems from the desire to contribute actively to the process of innovation in the Italian economy, of which more than 95% consists of SMEs and professionals - says Claudio Corbetta, CEO of DADA - Even today, for many businesses and professionals in Italy, creating a website is still reason for doubt and uncertainty regarding costs and how to go about creating one, as well as the advantages a website offers. We would like to help these people understand that safeguarding their online presence and making their business visible by way of a virtual window also gives the small business a chance to gain a competitive edge and lay the foundations for long-term growth. All of this within costs and timeframes that are absolutely accessible to any group of users."

The DADA Group's decision to launch a campaign of this scale and to use cross-media tools, combining both television and web platforms to reach different targets, once



again demonstrates how digital is now an integral part of everyday life and within everyone's reach, to the point that it's now possible to enter the Italian household with a video advertisement using both television and the Internet.

The new campaign will be on the air as of January 6th on the major national TV stations, both digital and satellite. There are two versions, lasting 30 and 15 seconds, alternating three different stories. The TV campaign will be complemented by an online campaign with an advert that can be accessed from Register.it's web store and social platforms. Moreover, the cross media application of the campaign will be enhanced through retargeting via a minisite dedicated to the three situations covered in the adverts, further emphasizing the importance of an internet presence so as not to miss out on any business opportunities. The minisite also offers a free trial of Register.it's digital solutions for developing a business online.

The advert was created by the ad agency studioMarani, art direction was by Maurizio Marani and Anna Scardovelli. The commercials were produced by Karen Film and directed by Alberto Colombo. Campaign planning was entrusted to Maxus Italia.

Credits:

Agency: studioMarani
Art Director: Maurizio Marani, Anna Scardovelli
Production Company: Karen Film
Director: Alberto Colombo
Media Planning: Maxus Italia

Social:

<http://www.facebook.com/Register.it>
<http://twitter.com/registerit>
<http://youtube.com/registerdada>
<http://www.pinterest.com/registerit>

For further information:

www.dada.eu
www.register.it

Dada Group

Dada S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services.

Dada operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.

Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.

With more than 510,000 clients and more than 1.8 million managed domains, the Dada Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, Dada is present in



Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

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