



DADA unveils its new corporate identity: *"The gateway to your digital presence"*, Domains & Advertising squared!

A new logo, a new visual identity and a new pay-off symbolize the new DADA

Florence, 4 February 2013 - The DADA Group, an international leader in professional services for online presence, announces its new branding strategy, which completes the path undertaken to create a new corporate identity, now focused on the core business: the world of domains, hosting and digital advertising.

Following this strategy is the launch of a new integrated communication strategy by Register.it - the Italian brand of the DADA Group - which debuted in January with a commercial on the principal national TV channels, both digital and satellite, as well as on the Web.

A pioneer of the Italian Internet, DADA launched in 2011 a major refocusing on the domain and digital advertising market that today culminates in a substantial revamping of the brand. The need for a visual identity able to reflect the current business and corporate culture has in fact required a process of analysis that took around 6 months - involving the Italian headquarter and all of the Group's foreign companies - which now concludes with a new mission "**The gateway to your digital presence**" and a new logo, more consistent with the new corporate identity.

The process leading towards a new brand identity reflects once again the ability of the DADA Group to look ahead and grow grounding on constant competitiveness and paying close attention to technological innovation, internationality and flexibility, in line with the core values of human dimension, integrity of thought and action, passion for the Web and recognition of the importance of cultural diversity. This new identity is much more than just a simple visual restyling, but is instead the summit of a renewal process characterized by the adoption of a more interactive and flexible approach to work, in line with the Agile philosophy which puts into action new development methodologies, rebuilding the organizational process with greater involvement of the customer at all stages of the project.

With the new mission "**The gateway to your digital presence**", DADA intends to further strengthen its role as a strategic partner supporting businesses interested in promoting themselves on the Internet, also by taking advantage of online advertising. This new brand identity is expressed visually with:

- **new lettering** that reinterprets the brand using only capital letters, thus emphasizing the strength of the business and growth opportunities in which the company believes;
- **a new acronym** that indicates what's behind the new DADA, i.e. (DA)² 'Domains & Advertising squared', symbolizing to its fullest potential the sound expertise of the company within the industry and its ability to meet the needs of any business;



- a new logo that unites the company's recent past (a virtual world representing the Internet's globality and the DADA Group's internationality) and its projection toward the future, depicted by two brackets which symbolize the 'gateway', i.e. the gateway for businesses and professionals to access the Internet.

"We are proud to officially present the new brand identity that reflects our continuous commitment to innovation in order to support the development and competitiveness of the Italian economy through cutting-edge tools capitalising on the potentiality of the Web. The new brand image simply and distinctively defines the value of our Group within the market and represents a stepping stone to increase brand awareness and strengthen our relation with our customers and stakeholders", said Claudio Corbetta, CEO of the DADA Group.

All across Europe, the Group's offices have already begun the process of renewal in light of the company's new visual identity, as well as all of all the online stores. DADA's corporate website and communication and marketing materials have also been updated.

Interbrand, leader in brand management consulting, acted as DADA's advisor for its new branding strategy.

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.

Press Office | Burson-Marsteller

Cinzia Trezzi - cinzia.trezzi@bm.com

Cristina Gobbo - cristina.gobbo@bm.com

Tel. (+39) 02 72143813

Dada External Relations

Nicoletta Pinoia - nicoletta.pinoia@dada.eu

Monica Gilardelli - monica.gilardelli@dada.eu

Tel. (+39) 02 54027718