



UK Trade
& Investment



DADA WINS THE DIGITAL INDUSTRIES AWARD: THE BRITISH CONSULATE GENERAL OF MILAN AWARDS THE ITALIAN BRAND'S NEW PROPRIETARY PLATFORM

*On January 22nd, at the UK-ITALY Business Awards ceremony
DADA's Italian excellence stands apart for innovation and growth abroad*

Florence, 22 January 2015 -The **DADA Group**, leader in the domains, hosting, e-commerce and digital advertising market, will receive the **Digital Industries Award** from the British Consulate General in Milan in recognition of their innovation and ability to expand their technological excellence beyond their Italian borders through their **new proprietary platform**.

The **UK-ITALY Business Awards** ceremony, organized by the British Consulate General in Milan and UK Trade & Investment, and in collaboration with the Borsa Italiana - London Stock Exchange Group, is being held to celebrate successful Italian businesses and start-ups that have distinguished themselves in 2014. The DADA Group has been chosen to receive the award in the **Digital Industries** category for the creation and development of its proprietary platform in the UK.

The brand, a mark of pride in Italy for their contribution in developing the Internet and the online business presence, as well as having successfully made their mark abroad by spreading their expertise throughout Europe, continues to invest in Italy to encourage digitalization of Italian SMEs and in the UK to offer an innovative and secure proprietary platform.

"The relationship between DADA and the UK once again confirms the need and importance for Italian companies to risk, innovate and also invest abroad through the development of proprietary technology. Our commitment to the success of our UK and Italian customers has inspired us to create and offer innovative solutions that are always in step with the needs of the market. Our goal is to continue to grow with them as an international leader providing professional services for creating an online presence and increasing visibility on the Internet," states **Claudio Corbetta**, CEO of the DADA Group.

The awards ceremony will be held today from 7.00 p.m. to 8.30 p.m. at the Borsa Italiana, Palazzo Mezzanotte, Piazza Affari 6, Milan (Twitter: @uktiitalia, @uktiitaly, #ukitalybusinessawards).

The DADA Group

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, server, online brand protection) and in several advanced online advertising solutions. With more than 520 thousand business clients and 1.7 million domains under management, DADA is one of the leading names in the European Domain & Hosting sector and is a key player in the markets where it is active: in Italy through its brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and the Netherlands under the brands Nominalia, Namesco, PoundHost, Register365 and the Amen Group, respectively. With regard to online advertising, DADA continues with the strategic international expansion of its Performance Advertising business.

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