



Press Release in accordance with CONSOB Regulation No. 11971/1999 and subsequent modifications

DADA: 2011 CORPORATE EVENTS CALENDAR

Florence, January 17, 2011 - Dada S.p.A. today announced the calendar of corporate events for 2011:

- **March 14th, 2011:** Meeting of the Board of Directors to approve Dada S.p.A.'s draft and Group consolidated Financial Statements as of December 31st, 2010
- **April 18-19th, 2011:** Shareholders' meeting for the approval of 2010 Financial Statements (1st and 2nd call)
- **May 11th, 2011:** Meeting of the Board of Directors to approve the Intermediate Report of the Dada Group as of March 31st, 2011
- **July 27th, 2011:** Meeting of the Board of Directors to approve Dada Group's Half-yearly financial Report as at June 30th, 2011
- **November 9th, 2011:** Meeting of the Board of Directors to approve the Intermediate Report of the Dada Group as at September 30th, 2011

In proximity to the single events listed above, the Company will inform you of any and all modifications and/or changes which may occur.

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