



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

PRESENTATION MADE AVAILABLE TO THE PUBLIC FOR THE 2012 LONDON STAR CONFERENCE

Florence, 3 October 2012 - Dada S.p.A. hereby advises that the presentation for the 2012 London STAR Conference - organized by Borsa Italiana and scheduled for Dada on the 4th October 2012 - is available to the public on the Company's website www.dada.eu (Investor Relations/ Financial Presentations).

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 over 500 thousand business clients and more than 1.8 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.

For additional information:

Nicoletta Pinoia
Investor Relations Dada
Tel: +39 02 54027790
Mob: +39 334 6971556
nicoletta.pinoia@dada.eu