



*Press release pursuant to CONSOB Regulation 11971/1999, as subsequently amended*

## PRESS RELEASE

Milan - Florence, 19 March 2013 - In a meeting held today, the Board of Directors of DADA S.p.A., with regard to the request received from the parent company RCS MediaGroup S.p.A., already announced to the market on March 13 2013, as part of the activities of valorization being made by RCS itself, resolved to provide the potential interested parties with information on the DADA Group. DADA's Board of Directors decided to proceed with this request as it was deemed to be in the best interest of the Company and all its shareholders.

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*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 510 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:*

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