



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

PRESS RELEASE

Florence, 11 July 2013 - Further to the press release issued today by RCS MediaGroup S.p.A. (RCS), the Company's main shareholder, and Orascom TMT Investments S.à.r.l. (OTMTI), relating to their execution of an agreement for the sale by RCS of all of its shares of DADA, DADA acknowledges the contents of such communications in respect of the agreed terms of the transaction, as well as of the additional considerations of OTMTI concerning its future plans.

Subsequent to the completion of the sale, the DADA Board of Directors will meet to discuss and resolve on the matters contemplated by applicable law, at the time and in the manner provided herein, also in respect of the prospective public offering on the DADA shares held by the public.

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 520 thousand business clients and more than 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.*

For additional information:

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