



ADDITION TO THE 2011 CORPORATE EVENTS CALENDAR

Florence, February 1st, 2011 - Dada S.p.A. announces that, in addition to the events included in the corporate events calendar published on January 17th, 2011, a Board of Directors' Meeting will be held on February 11th, 2011 to approve the preliminary consolidated financial statements at December 31st, 2010. The dates for all of the other corporate events scheduled for FY 2011 are currently confirmed.

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