



Press release in accordance with CONSOB Regulation No. 11971/1999 and subsequent amendments

Dada signs the agreements for the disposal of Blogio

Florence, January 17, 2011 - Dada announces that today agreements were signed to sell 100% of the share capital of E-Box S.r.l., owner of the vertical blog network Blogio, to Populis Ltd. for a total consideration of €6 million. The transaction is in line with Dada's previously announced strategy to focus on its core business.

The Dada Group's current 70% stake in E-Box is the result of two separate transactions - the first took place in February 2007 when 30% was purchased by Dada.net S.p.A. for €0.7 million and the second in July 2008 when Dada S.p.A. acquired another 40% for €1.6 million. The Dada Group will collect a total of €4.2 million from the sale and realize a capital gain of approximately €2 million.

Based on the agreements, the sale price is to be paid on closing, which is scheduled for February 2011. A portion of the proceeds will be deposited in an escrow account and used to service the usual representations and warranties.

E-Box estimates that FY 2010 revenues will reach approximately €2.1 million, with an Ebitda of approximately €-0.3 million.

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