



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

## **CHANGE OF THE 2011 FINANCIAL CALENDAR**

**Florence, November 4th, 2011** - As an amend to the 2011 Corporate events calendar issued on last January 17, Dada S.p.A. gives notice that the Board of Directors to examine and approve the Intermediate Report of the Group as at September 30th, 2011 will be held on Tuesday November 8, 2011 instead of Wednesday November 9, 2011.

*Contacts:*

***Dada***

***Nicoletta Pinoia***

*Investor Relations Dada*

*Mob: +39 334 6971556*

*Tel 02/54027790 - [nicoletta.pinoia@dada.net](mailto:nicoletta.pinoia@dada.net)*