



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

**Dada finalizes the disposal of Blogio,
in line with the previously announced focalization strategy**

Milan/Florence, 16 February 2011 - Dada announces that today the sale of 100% of E-Box S.r.l., owner of Blogio, to Populis Ltd. was completed. Based on the sale agreement, announced on 17 January 2011, a purchase price of €6 million will be paid, €4.2 million of which to the Dada Group who owns 70% of the share capital of the company; for additional information, please refer to the press release issued on that date.

This transaction is in line with the previously announced strategy to refocus and rationalize Dada's asset portfolio which also resulted in the recent exclusive agreement with Buongiorno S.p.A. for the possible disposal of Dada.net, whose valuation criteria were based both on financial considerations and the industrial project proposed, also with regard to the potential occupational impact.

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