



Press release pursuant to CONSOB Regulation 11971/199, as subsequently amended

DADA FINALIZES THE REPURCHASE OF THE 13% OF DADA.NET HELD BY SONY MUSIC

Florence, New York - May 2nd 2011 - Dada S.p.A. announces that today the repurchase of the 13% of Dada.net S.p.A. held by Sony Music Entertainment was completed.

The agreement with Sony Music, signed and disclosed on April 19th 2011, provided for the repurchase by Dada S.p.A., already owner of 87% of Dada.net S.p.A., of the residual 13% of the share capital held by Sony Music for €7.2 million in cash, paid today using bank credit lines. Please note that Sony Music owned a put option for the sale of its shares to Dada exercisable, among others, on the occurrence of a change of control of Dada.net at a floor price of €8 million.

Furthermore, following the execution of this transaction, Dada S.p.A. can benefit from Dada.net's entire consolidated net financial position which amounted to a positive €17.4 million at 31 December 2010.

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