



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

THE BOARD OF DIRECTORS EXECUTES THE STOCK OPTION PLAN AND APPROVES THE RELATED SHARE CAPITAL INCREASE

CLAUDIO CORBETTA CONFIRMED AS CHIEF EXECUTIVE OFFICER

Florence, 28 October 2011 - Today the Board of Directors of Dada S.p.A., pursuant to the powers granted by the resolution of the Shareholders' Meeting held on 25 October 2011, executed the Stock Option Incentive Plan for the period 2011-2013 (the "Plan") benefiting Dada Group's employees, in particular executives and managers of Dada S.p.A. and/or its subsidiaries. The Board, in accordance with the recommendations of the Company's Compensation Committee, approved the Plan Regulation and the assignment of a total of 500,000 options on the same number of ordinary Dada shares at an exercise price of € 2.356 per share, equal to the average official price of Dada's ordinary shares recorded in each Italian Stock Exchange trading session during the period between the grant date of the options and the same day in the previous month. The assignees of options renounced any options already assigned under the Company's previous incentive plans. The Board also established that the exercise of the vested options is subject to a performance condition, meaning the Options may be exercised if the Dada Group achieves a minimum level of cumulative EBITDA in the three-year period 2011-2013 and may, by law, take place during predetermined exercise periods, subsequent to the Company's shareholders' approval of the Group's Financial Statements for the year ended 31 December 2013 and, in any case, not later than 19 December 2016.

The Board, in accordance with Art. 2441, par. 8 of the Italian Civil Code, then approved a paid-in increase of the share capital, excluding option rights, of up to a total maximum nominal amount of € 85,000 to service the Plan.

For any other information about the terms and conditions of the Plan and the characteristics of the options assigned please refer to the Information Circular prepared in accordance with Article 84-bis, paragraph 5 of CONSOB Regulation n. 11971 of 14 May 1999, which is hereby disclosed and be made available to the public at the Company's registered office, at Borsa Italiana S.p.A., as well as on the Company's website www.dada.eu in accordance with the law.



The Board confirmed Claudio Corbetta - appointed by the Company's shareholders during the meeting held on October 25th, 2011 as a Director of Dada S.p.A. - as Chief Executive Officer with an organizational role as the Company's General Manager.

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