



**NOTICE PURSUANT TO ART. 144-OCTIES 2nd COMMA OF THE CONSOB
REGULATION 11971/1999**

Florence, 31 March 2012 - Pursuant to Art. 144 - octies, 2nd comma, of the Consob Regulation n. 11971/1999 and in relation to the appointment of Dada S.p.A.'s Board of Statutory Auditors for the period 2012 - 2014 included as point 5 of the Agenda of the Annual General Meeting to be held on 24-26 April 2012, please note that as of the deadline for the filing of candidate lists (30 March 2012), only one list has been filed by the majority shareholder RCS MediaGroup S.p.A. and no minority lists for the appointment of the Statutory Auditors has been submitted.

Therefore, in accordance with Art. 144 - sexies, 5th paragraph, of the Consob Regulation n. 11971/1999, please be advised that the minority lists for the appointment of the Board of Statutory Auditors may be filed by, and no later than, 2 April 2012, with the relative documentation as requested by the notice of call, at Dada S.p.A.'s registered office (Piazza Annigoni 9/b - 50122, Firenze), or via certified e-mail:

ufficiodipresidenzadadaspa@dadapec.com, by individual shareholders or groups of shareholders who together own at least 1.25% of the share capital.

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