



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

Joint Press Release

PERIOD OF EXCLUSIVITY EXTENDED

Florence/Milan, 28 March 2011 - With regard to the exclusive agreement signed on 11 February 2011, Dada S.p.A. and Buongiorno S.p.A. announce that they have agreed to extend the period of exclusivity through 18 April 2011 in order to complete the due diligence process and the negotiations of the terms and conditions of the possible sale to Buongiorno of the equity interest in Dada.net S.p.A.. Any developments concerning this transaction will be disclosed in accordance with applicable regulatory requirements.

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