

DeA Capital S.p.A.
Via Borgonuovo, 24 – 20121 MILANO
Share capital of € 306,612,100 fully paid
Tax number and Company register in Milan n. 07918170015
Managed and coordinated by De Agostini S.p.A.
With a Registered Office in Novara, via da Verrazano 15

NOTICE OF ANNUAL GENERAL MEETING ¹

The Shareholders are convened to the Annual General meeting to be held in Spazio Chiossetto in Milan, via Chiossetto 20, on April 16, 2008 at 11.00 am on the first call and if necessary on a second call on April 18, 2008, at the same time and place, to consider the following:

Agenda

- 1. Financial statements for DeA Capital S.p.A. for the year ending December 31, 2007. Discussion and consideration, including the allocation of the profit and the treatment of reserves.**
- 2. Authorization to acquire and dispose of treasury shares pursuant to Article 2357 and 2357 *(iii)* of the Civil Code; discussion and consideration.**
- 3. Appointment of a Director and determination of related remuneration.**

Pursuant to the law, persons may attend the Stockholders' Meeting where the Company has received, from authorized intermediaries holding the records, the required notice not later than 2 (two) days prior to the date set for the meeting. The shares must be unavailable until the close of the meeting.

Documentation in respect of the agenda, required by regulations in force will be available to the public at the registered office and Borsa Italiana S.p.A within the timeframe set by law (before April 1st 2008). This documentation may be consulted via the Company's website: www.deacapital.it.

Shareholders have the right to obtain and inspect a copy.

As concerns point 3 of the agenda, it is noted that pursuant to Article 11 of the current bylaws of the Company, the Meeting will be required to make decisions according to legally defined majorities. The bylaws may be consulted on the Company's website: www.deacapital.it.

DeA Capital S.p.A.
Board of Directors
Chairman, Renzo PELLICOLI

¹ Notice published in the daily newspaper ***Il Sole 24 Ore*** of March 14, 2008