



PRESS RELEASE

**COMPLETION OF CAPITAL INCREASE WITH THE SUBSCRIPTION OF
SHARES FOR 95.7% OF THE SUBSCRIPTION RIGHTS**

**CONTROLLING SHAREHOLDER DE AGOSTINI SPA
HOLDS 57.6% OF SHARE CAPITAL POST-OFFER**

Milan, August 1, 2007 – The subscription rights in respect of the increase in share capital decided by the Board of Directors of DeA Capital S.p.A. on April 15, 2007, pursuant to the delegation granted by the Extraordinary General Meeting of April 30, 2004, has been concluded.

Following the Stock Exchange offering of the rights not taken up from July 23 to July 27, 2007, a further 28,978,238 shares were subscribed. Thus at the completion of the transaction, a total of 195,605,662 shares were subscribed, equal to 95.7% of the offer, with a value of around €567 million.

The remaining 8,773,738 shares (equivalent to around 2.9% of the share capital post-offer) will be subscribed in respect of the guarantee undertaken by Mediobanca.

The controlling shareholder De Agostini S.p.A. subscribed a total of 120,534,488 shares, of which 105,206,034 relate to subscription commitments undertaken previously, equivalent to the shareholding held pre-offer, and 15,328,454 further shares, being 5% of the share capital post-offer, (or 56.476% of the share capital post-offer).

Furthermore, the controlling shareholder De Agostini S.p.A has announced a further increase in its shareholding, subsequent to the conclusion of the offer, increasing its shareholding with the purchase of 3,339,416 shares on the block market, bringing its total shareholding to 57.565% of the share capital post-offer.

The new share capital of DeA Capital S.p.A. will amount to € 306,570,100, represented by 306,570,100 shares with a nominal value of € 1 each.

For further information, please contact:

DeA Capital S.p.A.
Investor Relations
Anna Majocchi
Tel. +39 02 624 9951
ir@deacapital.it
www.deacapital.it

Ad Hoc Communication Advisors
Press Office
Mario Pellegatta – Sara Balzarotti
Tel. +39 02 7606741
sara.balzarotti@adhoccommunication.com