



PRESS RELEASE

DEA CAPITAL: CONCLUSION OF THE SUBSCRIPTION OFFER RELATING TO THE SHARE CAPITAL INCREASE

SHARE CAPITAL INCREASE 81.53% SUBSCRIBED

UNSUBSCRIBED OPTIONS TO BE OFFERED FOR TRADING FROM JULY 23, 2007

Milan, July 17, 2007. The subscription offer relating to the share capital increase for DeA Capital SpA decided by the Board of Directors on April 15, 2007, has been concluded.

During the period of offer, begun on June 25, 2007 and concluded on July 13, 2007, 83,313,712 rights were exercised and therefore subscribed, at a price of € 2.90 each, corresponding to 166,627,424 ordinary shares, equivalent to 81.53% of the offer, with a total value of about €483 million.

De Agostini SpA, the controlling shareholder, has underwritten all new shares due in respect of those held by the parent company, totaling 105,206,034 shares, equivalent to 51.48% of the offer.

18,875,988 option rights, giving right to the subscription of a total of 37,751,976 new ordinary shares of a par value of € 1 each, at a ratio of 2 new shares for 1 option right and at a price of € 2.9 each were therefore not exercised.

In accordance with the provisions of Art. 2441, section 3 of the Italian Civil Code, unexercised rights are offered for trading, on behalf of the Company, under Mediobanca SpA, on July 23, 24, 25, 26, 27. On each day, one fifth of the total rights will be offered, increased, at subsequent meetings, by the remaining rights unexercised at previous meetings

The subscription of the related new ordinary shares should be carried out no later than July 30 2007 or they will be forfeit.

The prospectus, which contains the information required under Art. 71 and 71-b of the Issuers' Regulations, in respect of the acquisition of an indirect shareholding in Générale de Santé S.A. and in the Fondo IDeA I Fund of Funds, is available from Company headquarters at Via Borgonuovo 24, Milan, Italy, at the headquarters of Borsa Italiana SpA at Piazza Affari 6, Milan, Italy and online at www.deacapital.it.

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