



PRESS RELEASE

DEA CAPITAL SHARE CAPITAL INCREASE GOES AHEAD IN ORDER TO FINANCE ITS INVESTMENT PLAN

- Clearance granted by Consob
- Issue price set at € 2.90 per share with subscription rights set at 2 newly issued shares for every 1 share held
- Total value of € 592.7
- Launch of subscription rights on June 25, 2007

Milan, 21 June 2007 – Following the release by Consob on June 20, 2007 of the clearance relating to the publication of the Prospectus, DeA Capital has set the final conditions relating to the Company's share capital increase in cash, pursuant to decisions made at the meeting of the Board of Directors of April 15, 2007.

The share capital increase will take place with the issue of n. 204,379,400 ordinary shares with a nominal value of € 1.00 each, with ordinary entitlements, to be offered as a subscription right to shareholders at a price of € 2.90 each, comprising a premium of € 1.90, on the basis of 2 new shares for every 1 share held, with a total value of € 592,700,260.

Subscription rights will be exercisable between June 25 and July 13, 2007 inclusive, and can be traded on the stock exchange from June 25 to July 6, 2007 inclusive.

Subscription rights unexercised by July 13, 2007 inclusive will be offered on the stock exchange by the Company, pursuant to Art. 2441 section 3 of the Italian Civil Code.

De Agostini SpA, the controlling shareholder of the Company, has undertaken the irrevocable commitment to underwrite all new shares in respect of the subscription rights on those held by the parent company.

The residual part of the offer, apart from the aforementioned, is supported by a guarantee promoted and directed by Mediobanca - Banca di Credito Finanziario S.p.A..

The Prospectus – which also contains the information required by Article 71 and 71b of the Issuers' Regulations in respect of the acquisition of an indirect shareholding in Générale de Santé S.A. and shares in IDeA I Fund of Funds – will be published by June 22, 2007 and will be available from Company headquarters at via Borgonuovo 24, Milan, Italy, from the headquarters of Borsa Italiana S.p.A. at Piazza Affari 6, Milan, Italy, and from the Company website www.deacapital.it.

For further information:

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