

PRESS RELEASE

BUYBACK PLAN: INCREASE IN DAILY PURCHASE LIMIT

Milan, 11 February 2011 – Pursuant to the purchase/disposal plan for own shares approved by its shareholder's meeting on 26 April 2010, DeA Capital has announced that from 14 February 2011, it may, according to market conditions, purchase shares up to a maximum of 50% of the average daily trading volume for the 20 trading days preceding the date of purchase.

This decision was made on the basis of two factors: a) the reduction in own shares held by the company to 2.56% of the share capital (or around 7.9 million shares) following the payment in shares of the last instalment of its acquisition of FARE Holding in December 2010 and the use of own shares to acquire a 9.9% stake in IDeA Alternative Investments in January 2011;

b) the low liquidity of DeA Capital shares, for which 2010 trading volumes were significantly below the average for stocks listed on markets managed by Borsa Italiana, calculated as a percentage of the free float.

Under the own share purchase/disposal plan, DeA Capital is authorised to purchase, for a period of 18 months, up to 20% of the share capital, equivalent to 61,322,420 shares, in accordance with the regulatory procedures, excluding public purchase or exchange offers. This plan also allows for the shares purchased to be sold at any time and for an unlimited period, whether on the market, in implementation of management incentive plans, or in the context of transactions such as acquisitions, asset transfers, mergers, stock splits or the issue of convertible bonds or warrants.

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DeA Capital (www.deacapital.it). With an investment portfolio of over EUR 800 million and assets under management of around EUR 4.3 billion, DeA Capital S.p.A. is currently one of Italy's largest alternative investment operators. The company, which operates in both the Private Equity Investment and Alternative Asset Management businesses, is listed in the STAR segment of the Milan stock exchange and heads the De Agostini Group in these areas.