



**The Board of Directors Approved :**

**The Interim Report at 31 December 2009  
and  
the transfer of the shareholdings in Dmedia Commerce S.p.A and Buy On Web  
S.p.A. to the subsidiary D-Service Srl**

*Milan, 12 February 2010.* The Board of Directors of Dmail Group S.p.A., company listed in the Star segment of Borsa Italiana (Mtax), earlier today approved the consolidated quarterly report as at 31 December 2009, containing the following consolidated data for the Group:

<b>Revenues:</b>	<b>€. 123.8 m (+ 9%)</b>
<b>Profit before tax:</b>	<b>€. 1.9 m (from - 4.0 m)</b>
<b>NFP:</b>	<b>€. - 24.5 m (+ 0.5 m)</b>

<b>4° quarter of 2009 – Group Structure</b>
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**Media Commerce Segment**

- <b>Revenues:</b>	<b>€. 30.8 m (+ 5%)</b>
- <b>Gross Operating Income:</b>	<b>€. 2.2 m(unchanged)</b>
- <b>Net Operating Income:</b>	<b>€ 1.8m (+2%)</b>
- <b>Profit before tax:</b>	<b>€. 1.8 m (+20%)</b>

In the quarter under examination, revenues increased 5% with a contribution margin of 34%.

Given the continuing recession in consumption, they are satisfactory results, although not as high as the 12% growth rate to 30th September and the 36% margin achieved in the fourth quarter of 2008. The adverse weather conditions in the run up to Christmas, which is a crucial moment for Christmas shopping and by the comparison with the fourth quarter of 2008, with revenues of €1.4 million arising from the existing cooperation agreement with Mediashopping, unmatched in 2009. The above circumstances confirm the successful influence of our business model in terms of margin's growth and improvement potential.

During the quarter, a considerable improvement in financial operations determined a 20% growth of pre-tax earnings.

**Local Media Segment**

- <b>Revenues:</b>	<b>€. 8.4 m (+4%)</b>
- <b>Gross Operating Income:</b>	<b>€. 0.9 m (+8%)</b>
- <b>Net Operating Income:</b>	<b>€. 0.4 m (+7%)</b>
- <b>Profit before tax:</b>	<b>€. 0.4 m (+31%)</b>

In consideration of market trends and the results achieved by comparable companies in the publishing sector, the Local Media Segment shows very positive results, with positive and growing performance ratios.



### Consolidated profit

- Revenues:	€.	39.2 m (+ 5%)
- Gross Operating Income:	€.	2.7 m (+ 7%)
- Net Operating Income:	€.	1.7 m (+ 12%)
- Profit before tax:	€.	1.5 m (from - 4.0m)
- Group NFP:	€.	- 24.5 m (+2.3 m)

The positive industrial results of the two business areas reflect on a consolidated level.

The holding company's operating expenses decreased 22% during the quarter, giving rise to an increase of 7% of the consolidated gross operating income.

Financial activities recorded a significant improvement, with net financial charges down 74%.

During the quarter under examination, the economic effects of discontinued operations ceased. They had produced negative effects by € 4.7 million in the comparable period. Net of this effect, income growth amounted to 125%, to € 1.5 million over the three months.

The quarter's net financial indebtedness, in the absence of any effects from discontinued operations, improved by € 2.3 million, thanks to the cash flows generated by the core business.

<b>Group results 01/01/2009 – 31/12/2009</b>
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### Media Commerce Segment

- Revenues:	€.	93.7 m (+10%)
- Gross Operating Income:	€.	6.5 m (+8%)
- Net Operating Income:	€.	5.1 m (+11%)
- Profit before tax:	€.	5.0 m (+24%)

On a yearly basis, the revenues of the Media Commerce segment were up 10%, with a gross contribution margin of 37%. In the light of the market scene, given the adverse fluctuation of the exchange rates of the Rumanian and Czech currencies, which lost about 25% of their value during 2009, against revenues of € 3.2 million in local currency, on account of the above comments on the fourth quarter and considering that the proportion of revenues from the sales of consumer electronics is now in line with the one arising from imports from the Far-East, the achieved results are positive.

Profits before tax were € 5 million, up 24%, due to a continuous focus not only on growth but also on efficiency and on a careful financial management.

### Local Media Segment

- Revenues:	€.	30.3 m (+6%)
- Gross Operating Income:	€.	2.5 m (+ 3%)
- Net Operating Income:	€.	0.9 m (from € 10 m)
- Profit before tax:	€.	0.6 m (from € 0.8m)



On an annual basis, the Local Media segment's results reported revenues increased by 6%, with unvaried margins. Comparison with market data and the data of comparable companies is significant.

#### Consolidated figures

- Revenues:	€.	123.8 m (+9%)
- Gross Operating Income:	€.	7.2 m (+8%)
- Net Operating Income:	€.	4.1 m (+8%)
- Profit before tax:	€.	1.9 m (from € - 4.0m)
- Group consolidated NFP:	€.	- 24.5 m (+ 0.5 m)

Overall Group results for the period show the typical features and growth opportunities of both segments.

Thanks to the positive industrial results, and the 41% decrease in financial charges, pre-tax earnings before the effects of discontinued operations amounted to € 28 million, up 77% on 2008.

After accounting for such effects, Group profit before tax was €1.9 million, compared to the loss of €4 million in 2008.

The group financial investment amounts to € 24.5 million, an increase on the comparable period.

Net of discontinued operations, indebtedness deteriorated by €7 million. In addition to net working capital and investments for development and expansion, such figure was a result of the effects of the sale of the shareholding in August 2009. On the one hand, the discontinuation determined the deconsolidation of the losses of the sold company, amounting to €7.5 million, and on the other it gave rise to cash outflows of € 4.3 million. Net of these effects, net financial indebtedness deteriorated by € 2.7 million, due to the financing of working capital and the investments required to sustain growth and forecast development plans.

The company currently holds 158,934 of its own shares at an average price of € 6.99, representing 2.07% of the entire share capital.

Finally, the Board of Directors of Dmail Group S.p.A. approved the guidelines for an internal reorganization aimed at the creation of a sub-holding company for the Media Commerce segment, by transferring the Dmail Group S.p.A.'s shareholdings in Buy On Web S.p.A. (51%) and in Dmedia Commerce S.p.A. (100%) to the subsidiary D-Service S.r.l.. This operation falls within the category of operations that do not entail any accounting effects. Therefore, in observance of the principle of continuity, the shareholdings will be recognized in the financial statements of the transferee at the same values as reported in the financial statements of Dmail Group S.p.A.

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The compliance officer, in charge of the drawing up of the company's accounting documents, Dr. Mauro Albani, declares for the purposes of Article 154-bis (2) of the Italian Consolidated Finance Law, that the accounting information disclosed in this financial release matches the results of the accounting books and records of the company.

Milan, 12 February 2010



**Dmail Group S.p.A., listed on the Star segment of the Italian Stock Exchange, operates in the Media Commerce and Local Media areas.**

In the Media Commerce area, the Group is leader in direct multi-channel sales, particularly online, in Italy and abroad, of innovative and good value products branded “*Dmail - Idee utili e introvabili - www.dmail.it*”, “*Dcomfort - Idee per vivere meglio - www.dcomfort.it*”, “*DGarden - Idee per vivere il tuo spazio verde - www.dgarden.it*”, of small household appliances branded “*Gli utilissimi - www.dmail.it/gliutilissimi*”; of mass consumer electronics branded “*Bow - Tentazioni tecnologiche - www.bow.it*”, of considerably discounted branded products, in the format “*OVO - Online virtual outlet - www.ovo.it*”, reserved for members only and, in outsourcing, on behalf of leading companies of the *Made in Italy* and publishers.

The publishing activities are managed through **Dmedia Group** that controls **Netweek**, the first local media circuit in northern Italy. Consisting of 40 local editions and the first weekly regional publication “IN Europa”, Netweek has a weekly circulation of 463,000 copies and over 2 million readers. Dmedia is also the editor of the **Netweek.it** website, the portal of local news.

Further information on the company is available on the website: <http://www.dmailgroup.it>.

For any relevant information please contact:

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Media Commerce (in thousands of euro)	4° Quarter 2009	4° Quarter 2008	Change	% Change	31/12/09	31/12/08	Change	% Change
Revenues	29,912	28,407	1,505	5%	90,394	82,078	8,316	10%
Other revenues	895	882	13	1%	3,306	3,384	(78)	-2%
<b>Total revenues and other operating income</b>	<b>30,807</b>	<b>29,289</b>	<b>1,519</b>	<b>5%</b>	<b>93,699</b>	<b>85,462</b>	<b>8,237</b>	<b>10%</b>
Cost of goods	(20,225)	(18,611)	(1,614)	9%	(59,189)	(52,917)	(6,271)	12%
<b>Gross margin</b>	<b>10,582</b>	<b>10,678</b>	<b>(96)</b>	<b>-1%</b>	<b>34,511</b>	<b>32,544</b>	<b>1,966</b>	<b>6%</b>
Cost of services	(6,402)	(6,682)	280	-4%	(21,291)	(20,407)	(884)	4%
Staff costs	(1,413)	(1,328)	(85)	6%	(5,156)	(4,735)	(421)	9%
Other operating expenses	(547)	(415)	(132)	32%	(1,601)	(1,438)	(163)	11%
<b>Gross operating income</b>	<b>2,220</b>	<b>2,253</b>	<b>(33)</b>	<b>-1%</b>	<b>6,462</b>	<b>5,964</b>	<b>498</b>	<b>8%</b>
Amortisation, depreciation, provisions and write-downs	(420)	(494)	74	-15%	(1,351)	(1,374)	23	-2%
<b>Net operating income</b>	<b>1,801</b>	<b>1,760</b>	<b>41</b>	<b>2%</b>	<b>5,110</b>	<b>4,590</b>	<b>521</b>	<b>11%</b>
Net financial income (expense)	(41)	(295)	255	-86%	(65)	(520)	455	-87%
<b>Profit before tax</b>	<b>1,760</b>	<b>1,464</b>	<b>295</b>	<b>20%</b>	<b>5,045</b>	<b>4,069</b>	<b>975</b>	<b>24%</b>

Local Media (in thousands of euro)	4° Quarter 2009	4° Quarter 2008	Change	% Change	31/12/09	31/12/08	Change	% Change
Revenues	8,331	7,919	412	5%	29,895	27,901	1,994	7%
Other revenues	113	163	(50)	-31%	416	657	(241)	-37%
<b>Total revenues and other operating income</b>	<b>8,444</b>	<b>8,082</b>	<b>362</b>	<b>4%</b>	<b>30,311</b>	<b>28,558</b>	<b>1,753</b>	<b>6%</b>
Cost of goods	(674)	(831)	157	-19%	(2,590)	(2,718)	128	-5%
Cost of services	(5,745)	(5,361)	(384)	7%	(20,740)	(19,076)	(1,664)	9%
Staff costs	(937)	(929)	(9)	1%	(3,792)	(3,780)	(12)	0%
Other operating expenses	(169)	(108)	(61)	57%	(703)	(566)	(137)	24%
<b>Gross operating income</b>	<b>920</b>	<b>853</b>	<b>66</b>	<b>8%</b>	<b>2,487</b>	<b>2,419</b>	<b>68</b>	<b>3%</b>
Amortisation, depreciation, provisions and write-downs	(482)	(444)	(38)	9%	(1,586)	(1,360)	(226)	17%
<b>Net operating income</b>	<b>437</b>	<b>409</b>	<b>28</b>	<b>7%</b>	<b>901</b>	<b>1,059</b>	<b>(158)</b>	<b>-15%</b>
Net financial income (expense)	(63)	(124)	61	-49%	(339)	(248)	(91)	37%
<b>Profit before tax</b>	<b>375</b>	<b>285</b>	<b>90</b>	<b>31%</b>	<b>562</b>	<b>811</b>	<b>(249)</b>	<b>-31%</b>



## SEPARATE CONSOLIDATED PROFIT AND LOSS ACCOUNT

CONSOLIDATED PROFIT AND LOSS ACCOUNT (in thousands of euro)	4° Quarter 2009	4° Quarter 2008	Change	% Change	31/12/09	31/12/08	Change	% Change
Revenues	38,188	36,246	1,943	5%	120,023	109,622	10,401	9%
Other revenues	1,011	1,129	(118)	-10%	3,749	4,056	(307)	-8%
<b>Total revenues and other operating income</b>	<b>39,199</b>	<b>37,374</b>	<b>1,825</b>	<b>5%</b>	<b>123,772</b>	<b>113,678</b>	<b>10,094</b>	<b>9%</b>
Cost of goods	(20,881)	(19,517)	(1,363)	7%	(61,691)	(55,553)	(6,137)	11%
<b>Gross margin</b>	<b>18,319</b>	<b>17,857</b>	<b>462</b>	<b>3%</b>	<b>62,082</b>	<b>58,124</b>	<b>3,957</b>	<b>7%</b>
Cost of services	(12,532)	(12,307)	(225)	2%	(43,097)	(40,206)	(2,891)	7%
Staff costs	(2,471)	(2,506)	35	-1%	(9,538)	(9,165)	(373)	4%
Other operating expenses	(643)	(546)	(97)	18%	(2,295)	(2,112)	(183)	9%
<b>Gross operating income</b>	<b>2,672</b>	<b>2,498</b>	<b>174</b>	<b>7%</b>	<b>7,152</b>	<b>6,642</b>	<b>509</b>	<b>8%</b>
Amortisation, depreciation, provisions and write-downs	(948)	(963)	15	-2%	(3,041)	(2,835)	(206)	7%
<b>Net operating income</b>	<b>1,724</b>	<b>1,535</b>	<b>190</b>	<b>12%</b>	<b>4,110</b>	<b>3,807</b>	<b>304</b>	<b>8%</b>
Net financial income (expense)	(221)	(867)	646	-74%	(1,314)	(2,231)	917	-41%
<b>Profit (loss) before tax from continuing activities</b>	<b>1,503</b>	<b>667</b>	<b>836</b>	<b>125%</b>	<b>2,797</b>	<b>1,576</b>	<b>1,220</b>	<b>77%</b>
<b>Profit (loss) before tax from discontinued operations</b>	<b>0</b>	<b>(4,683)</b>	<b>4,683</b>	<b>-100%</b>	<b>(850)</b>	<b>(5,587)</b>	<b>4,737</b>	<b>-85%</b>
<b>Consolidated profit (loss) before tax</b>	<b>1,503</b>	<b>(4,016)</b>	<b>5,519</b>	<b>-137%</b>	<b>1,947</b>	<b>(4,011)</b>	<b>5,957</b>	<b>-149%</b>

## GROUP'S NET FINANCIAL POSITION

NET FINANCIAL POSITION (in thousands of euro)			31/12/2009	30/09/2009	31/12/2008
A	Cash and cash equivalents		4,576	6,233	11,245
B	Held-for-trading securities		0	0	
<b>C</b>	<b>Cash and marketable securities</b>	<b>A+B</b>	<b>4,576</b>	<b>6,233</b>	<b>11,245</b>
<b>D</b>	<b>Current financial receivables</b>		<b>0</b>	<b>0</b>	<b>0</b>
E	Current bank loans		(19,269)	(22,429)	(15,719)
F	Current portion of medium/long-term loans		(3,790)	(3,786)	(3,594)
G	Other current financial liabilities (finance leases)		(199)	(496)	(601)
<b>H</b>	<b>Current financial liabilities</b>	<b>E+F+G</b>	<b>(23,258)</b>	<b>(26,711)</b>	<b>(19,914)</b>
<b>I</b>	<b>Net current financial liabilities</b>	<b>H+D+C</b>	<b>(18,682)</b>	<b>(20,478)</b>	<b>(8,669)</b>
J	Non current bank loans		(4,179)	(4,727)	(7,324)
K	Other non-current liabilities (finance leases)		(1,365)	(1,291)	(1,036)
L	Other non current liabilities (put option on Giadacom, put option on Bow.it)		0	0	(214)
M	Other non current liabilities (towards minority shareholders)		(30)	(37)	(163)
<b>N</b>	<b>Non current financial liabilities</b>	<b>J+K+L+M</b>	<b>(5,574)</b>	<b>(6,054)</b>	<b>(8,737)</b>
<b>O</b>	<b>Net financial indebtedness as per CONSOB Communication DEM/6064293/2006</b>	<b>I+N</b>	<b>(24,256)</b>	<b>(26,532)</b>	<b>(17,406)</b>
P	Other non current liabilities (fair value derivatives)		(216)	(223)	(151)
<b>Q</b>	<b>Net financial indebtedness from continuing activities</b>	<b>O+P</b>	<b>(24,472)</b>	<b>(26,756)</b>	<b>(17,557)</b>
<b>R</b>	<b>Net financial position of discontinued operations</b>		<b>0</b>	<b>0</b>	<b>(7,429)</b>
<b>S</b>	<b>Total net financial indebtedness</b>	<b>Q+R</b>	<b>(24,472)</b>	<b>(26,756)</b>	<b>(24,986)</b>