



Authorised Reseller

Milan, August 4th, 2015

madai Italia official Sub-reseller of Expo 2015 tickets, thanks to the cooperation with Alessandro Rosso Group.

The year 2015 is definitely showing good results and achievements for madai Italia. In March, after having signed an exclusivity agreement with RCS Mediagroup and received a new funding for its Italian operations, the company is confirming its success in the Italian market. Starting July, madai Italia becomes official Sub-reseller of Expo 2015 thanks to the cooperation with Alessandro Rosso Group, the leader in the incentive travel market.

Under this new agreement a new campaign called "Expo Plus" has been launched, offering to users, the opportunity to buy a bundle that includes a 60-days subscription to Corriere della Sera or Gazzetta Gold together with 3 Adults Expo tickets. This will give the chance to users, to visit the World Exposition in Milan and be always updated on the latest news on their device (smartphone, tablet or PC). Thanks to the crowdrebatting model on which madai is based, users can reduce the price of a product or service, only answering a few simple questions, watching a video or visiting a website.

madai is the first company in Italy to use the crowdrebatting, a process through which the price decreases, as result of each user's answer and it will shrink even more, if other people interact: the collective effort of individuals to reduce the price of a product or service. The user can decide at any moment, to buy the good or wait for more shoppers to reduce the price.

Therefore, this initiative allow purchasers to visit the biggest event of the year and trying the new crowdrebatting experience which is totally free without any hidden cost. The campaign (online until October 31st, 2015) is available at the following website, <http://expoplus.madai.com/> where, in the next weeks, madai will expand the range of products available, giving buyers the opportunity to choose between different bundles.