

**PRESS RELEASE****SHARE BUY BACK INFORMATION**

*Milan, 9 November 2011* - Piaggio & C. S.p.A. announces the purchase, on 1<sup>st</sup> November 2011 and 2<sup>nd</sup> November 2011 of no. 242.501 treasury shares at an average price of 2,2757 Euro per share, for a total of 552.108 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2011 (previously communicated as per article 144 *bis* of Consob Regulation no. 11971/1999).

Details of the transactions on a daily basis are indicated below:

<b>Date</b>	<b>No. of purchased shares</b>	<b>Average price (euro)</b>	<b>Total (euro)</b>
1/11/2011	240.000	2,2769	546.456
2/11/2011	2.501	2,2600	5.652

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 4.730.080 treasury shares, equal to 1,272% of the share capital.