

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

Milan, 10<sup>th</sup> August 2012 - Piaggio & C. S.p.A. announces the purchase, on 7<sup>th</sup> August 2012 and on 8<sup>th</sup> August 2012 of no. 67.500 treasury shares at an average price of 1,9577 Euro per share, for a total amount of 132.150,02 Euro, pursuant to the resolution passed at the Shareholders' Meeting held on 13 April 2012 (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>
07/08/2012	17.500	1,9596	34.327,29
08/08/2012	50.000	1,9545	97.822,73

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 9.113.711 treasury shares, equal to 2,4512% of the share capital.

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