

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

Milan, 11 August 2011 - Piaggio & C. S.p.A. announces the purchase, on 3 August, 4 August, 5 August 2011 of no. 381.500 treasury shares at an average price of 2,3759 Euro per share, for a total of 906.430 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:

Date	No. of purchased shares	Average price (euro)	Total (euro)
03/08/2011	120.000	2,4553	294.636
04/08/2011	124.000	2,3689	293.743
05/08/2011	137.500	2,3131	318.051

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 2.924.211 treasury shares, equal to 0,786 % of the share capital.