



PRESS RELEASE

Milan, 3 August 2010 – It is with great sadness that Immsi S.p.A. and Piaggio & C. S.p.A. announce the death last night in Milan of Luciano La Noce, Chief Executive Officer of Immsi and a Director of Piaggio.

Under the governance systems of the two companies, Luciano La Noce was also the executive Director responsible for the Immsi S.p.A. internal control system and a member of the Piaggio & C S.p.A. Nominations Committee and Remuneration Committee.

Roberto Colaninno, Chairman of Immsi and Chairman/Chief Executive Officer of Piaggio; Matteo Colaninno, Deputy Chairman of Piaggio; Michele Colaninno, Chief Operating Officer of Immsi; all the managers and employees of the Immsi Group and the Piaggio Group extend their warmest condolences to Mr La Noce's family and remember his invaluable contribution to the management and growth of the two groups.

For more information:
www.piaggiogroup.com