

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

Milan, 25th October 2012 - Piaggio & C. S.p.A. announces the purchase, on 16^h October 2012, 18th October 2012, 19th October 2012, 22nd October 2012, 23rd October 2012 and 24th October 2012 of no. 324.000 treasury shares at an average price of 1,7619 Euro per share, for a total of 570.858,55 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:

Date	No. of purchased shares	Average price (euro)	Total (euro)
16/10/2012	110.000	1,7177	188.947
18/10/2012	9.000	1,8175	16.357,5
19/10/2012	5.000	1,8198	9.099
22/10/2012	1.500	1,8050	2.707,5
23/10/2012	100.000	1,7957	179.570
24/10/2012	98.500	1,7683	174.177,55

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 11.331.185 treasury shares, equal to 3,048% of the share capital.

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