

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

Milan, 12 August 2011 - Piaggio & C. S.p.A. announces the purchase, on 8 August, 9 August, 10 August and 11 August 2011 of no. 971.808 treasury shares at an average price of 2,1989 Euro per share, for a total of 2.136.953,09 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)
08/08/2011	250.000	2,2845	571.410,56
09/08/2011	250.000	2,2381	559.804,76
10/08/2011	250.000	2,1566	539.419,58
11/08/2011	221.808	2,1013	466.318,19

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 3.896.018 treasury shares, equal to 1,0478 % of the share capital.

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