

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

Milan, 23 August 2011 - Piaggio & C. S.p.A. announces the purchase, on 12 August, 16 August, 18 August and 19 August 2011 of no. 259.500 treasury shares at an average price of 2,2352 Euro per share, for a total of Euro 580.035,77, 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) |
|-------------|--------------------------------|-----------------------------|---------------------|
| 12/08/2011 | 77.000 | 2,2562 | 173.814,26 |
| 16/08/2011 | 110.000 | 2,2195 | 244.267,07 |
| 18/08/2011 | 15.000 | 2,2647 | 33.987,49 |
| 19/08/2011 | 57.500 | 2,2244 | 127.966,95 |

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 4.155.518 treasury shares, equal to 1,1176 % of the share capital.