



PRESS RELEASE

**NOTICE FOR AN ORDINARY AND EXTRAORDINARY SHAREHOLDERS'
MEETING MADE PUBLIC**

Pontedera, 9 March 2010 – Piaggio & C. S.p.A. has published its notice for an Ordinary and Extraordinary Shareholders' Meeting, to be held on 12 April 2010 on first call and, if necessary, on 13 April 2010 on second call, with the following agenda:

Ordinary Agenda:

- 1) Financial statements of Piaggio & C. S.p.A. as at 31 December 2009; Directors' Management Report for the year 2009 and proposed allocation of the year's profit; Board of Auditors' Report; Independent Auditor's Report; relating and resulting resolutions; presentation of the consolidated financial statements as at 31 December 2009 of the Piaggio Group, and relating reports. Relating and resulting resolutions;
- 2) Appointment of a Director, pursuant to article 2386 of the Italian Civil Code. Relating and resulting resolutions;
- 3) Amendments to the Plan for the allocation of share option rights reserved for the top management of the Piaggio Group; also, amendments to the authorisation for the sale of treasury stocks approved at the Ordinary Shareholders' Meeting dated 7 May 2007. Relating and resulting resolutions;

Extraordinary Agenda:

- 1) Proposal for the cancellation from the portfolio of 24,247,007 treasury stocks, subject to the elimination of the nominal value of the ordinary shares in circulation; resulting amendments to article 5.1 of the Articles of Association. Relating and resulting resolutions;
- 2) Proposal for a paid and separable share capital increase, for an overall nominal value of Euro 2,891,410.20 (in addition to a share premium of Euro 6,673,309.80), excluding option rights - in accordance with article 2441, paragraphs 5 and 8, of the Italian Civil Code and article 134 of Law Decree 58/1998 - to be subscribed to by the beneficiaries of the "2007-2009 Stock Option Plan", subject to the abolition of the clauses contained in articles 5.4, 5.5 and 5.6 of the Articles of Association. Resulting amendments to article 5 of the Articles of Association;

Said notice was published in accordance with the law and the company's Articles of Association, on the issue of "Il Sole 24 Ore" dated 9 March 2010, and may also be consulted on the company's website at www.piaggiogroup.com/investor_relations.



PIAGGIO & C.s.p.a.

For further information:

Press Office of Piaggio Group

Roberto M. Zerbi

Via Vivaio, 6

20145 Milan

02 762126.43/44/45/46

press@piaggio.com