

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

Milan, 28 November 2011 - Piaggio & C. S.p.A. announces the purchase, on 21 November 2011, 22 November 2011, 23 November 2011, 24 November 2011 and 25 November 2011 of no. 585.000 treasury shares at an average price of 2,1212 Euro per share, for a total of 1.240.881 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)
21/11/2011	150.000	2,2087	331.305
22/11/2011	150.000	2,1289	319.335
23/11/2011	170.000	2,0736	352.512
24/11/2011	10.000	2,0683	20.683
25/11/2011	105.000	2,0671	217.046

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 5.315.080 treasury shares, equal to 1,43% of the share capital.