

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

*Milan, 11 October 2011* - Piaggio & C. S.p.A. announces the purchase, on 4 October 2011, of no. 250.000 treasury shares at an average price of 2,2265 Euro per share, for a total of 556.625 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:

<b>Date</b>	<b>No. of purchased shares</b>	<b>Average price (euro)</b>	<b>Total (euro)</b>
04/10/2011	250.000	2,2265	556.625

Following these transactions, taking into account the treasury shares already in portfolio, Piaggio & C. S.p.A. holds a total of no. 4.487.579 treasury shares, equal to 1,207% of the share capital.