

Turin, October, 12, 2010

PRESS RELEASE

Integration of Juventus FC BoD proposed

In view of Juventus Stockholders' Meeting, which will be held on October, 27, 2010, the shareholder EXOR S.p.A. agrees with what has been proposed by Juventus Board of Directors regarding the confirmation of Andrea Agnelli as Member until the end of the board mandate and proposes to increase the number of the Board Members from 7 to 11 and to name as Directors, until the end of the board mandate:

1. Michele Briamonte, born in Turin on October, 13, 1977, italian citizenship;
2. Giuseppe Marotta, born in Varese on March, 25, 1957, italian citizenship;
3. Aldo Mazzia, born in Turin on August, 14, 1956, italian citizenship;
4. Pavel Nedved, born in Cheb (CZE) on August, 30, 1972, Czech citizenship

all of them meeting the legal and statutory requirements.

The curriculum vitae of the proposed directors are attached.

Michele Briamonte

Michele Briamonte was born in Turin (Italy) on October, 13, 1977. On July 2000 he graduated in law with first-class honours at the University of Turin and in 2003 he obtained the qualification of Lawyer. He was Visiting scholar at the Cornell Law School and since 2001 he has worked as Franzo Grande Stevens' assistant, founder of the homonymous law firm, of which Briamonte became partner in 2007.

During the Olympic Winter Game of Turin in 2006 he was chosen by CIO as patronage lawyer in front of the Sport Court.

He is writer and contributor of Italian as well as foreign legal reviews. He has also been teaching International Rights of the Sport at the University of Turin and of Milan since the academic year 2007/2008.

He is Board Member of the Istituto per la Ricerca del Cancro di Candiolo S.p.A. and of ITHolding S.p.A.

Giuseppe Marotta

Giuseppe Marotta was born in Varese in 1957; for more than 30 years he has been managing professional football teams.

He started his career in 1978 in Varese. In 1986 Marotta joined Monza club and afterwards he was named Managing Director of Como and then of Ravenna.

Later for 5 years he worked at Venezia which, after 31 years, was promoted to the A division, where the club played during the following football season, too. From August 2000 to May 2002 Marotta served as Managing Director of Atalanta; in May 2002 he was named Managing Director and Board Member of U.C. Sampdoria. During that football season, he reorganized the Sampdoria football team, which was promoted to the A division. In February 2004 Marotta was also named Chief Executive Officer of U.C. Sampdoria.

Since June 2010 he has been serving as Managing Director for the Sport Area of Juventus Football Club.

Since 2005 he has been serving as Member the Lega Nazionale Professionisti as well as Director of the FIGC Assistance Committee. Marotta is also Member of the Board of “SDA Bocconi - School of Management”.

Aldo Mazzia

Aldo Mazzia was born in Turin on August 14, 1956. For nine years he has worked for an audit company. In 1987 he started working for EXOR in the administration and finance areas.

Currently he is Chief Administration Officer of EXOR S.p.A. and he is in charge of Administration and Report, Personnel Department and Information Technology and Logistics areas.

Mazzia is Member of the Board of Alpitour S.p.A. and Chairman and Chief Executive Officer of Exor Services S.c.p.a.

Pavel Nedvěd

Pavel Nedvěd was born in Cheb (Czechoslovakia) on August 30, 1972. He was a professional football player.

In Czechoslovakia he played at Dukla and at Sparta Praga; he played 91 times for the Czech Republic national team. Since 1996 he played in Italy, first at Lazio and then, from 2001 to 2009, at Juventus FC.

Vice-champion of Europe, both as club and national player, thanks to the results achieved first in 1996 with the Czech Republic and then with Juventus, in 2003 he won the Golden ball award.

In August 2009 he announced the end of his football career as a player.

He is considered one of the best midfield player of Europe, and he is the foreign player who played for the longest period at Juventus. He is the 7th best foreign goal scorer ever of Juventus.