

Turin, September 11, 2009

## PRESS RELEASE

## **Buy back**

Within the frame of the buy back programme announced on March 25, 2009 EXOR communicates that during the week from September 7<sup>th</sup> to 11<sup>th</sup> the following number of shares has been purchased:

Monday 7 September	20,000 EXOR ordinary shares at the average price of $\notin$ 11.91, 19,000 EXOR preferred shares at the average price of $\notin$ 6.74 and 2,000 EXOR saving shares at the average price of $\notin$ 8.75, including fee.
Tuesday 8 September	36,000 EXOR ordinary shares at the average price of $\notin$ 12.07, 19,000 EXOR preferred shares at the average price of $\notin$ 6.79 and 1,400 EXOR saving shares at the average price of $\notin$ 8.80, including fee.
Wednesday 9 September	29,000 EXOR ordinary shares at the average price of $\notin$ 12.11, 19,000 EXOR preferred shares at the average price of $\notin$ 6.87 and 1,400 EXOR saving shares at the average price of $\notin$ 8.78, including fee.
Thursday 10 September	50,000 EXOR ordinary shares at the average price of $\notin$ 12.09, 19,000 EXOR preferred shares at the average price of $\notin$ 6.95 and 1,400 EXOR saving shares at the average price of $\notin$ 8.73, including fee.

From the beginning of the programme the total number of ordinary shares purchased amounts to 2,141,000, the total number of preferred shares purchased amounts to 1,425,000 and the total number of saving shares purchased amounts to 191,100, for a total invested amount of approx. €35.2 million.

EXOR currently holds directly 2,141,000 ordinary shares (1.34% of the class), 6,785,300 preferred shares (8.83% of the class), 191,100 savings shares (2.08% of MEDIA the class) and also 214,756 ordinary shares through the subsidiary Soiem S.p.A.  $\frac{\text{Tel.} + 39.011.5090318}{\text{media@exor.com}}$  (0.13% of the class).

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