



PRESS RELEASE

ITALIAN STOCK EXCHANGE – STAR SEGMENT

PRIMA INDUSTRIE

**SIGNED COOPERATION FRAME AGREEMENT FOR THE DISTRIBUTION
OF THE PRESS BRAKES MANUFACTURED BY THE PORTUGUESE COMPANY ADIRA**

Collegno (TO), February 21, 2011 – Prima Industrie S.p.A, a leader in high technology laser systems, sheet metal working systems and electronic components for industrial applications, announces the signing of a long term cooperation frame agreement with the Portuguese company Adira, world-class manufacturer of press brakes and of sheet metal processing machines.

This agreement establishes that Prima Industrie, also through its subsidiaries and its other distribution channels (dealers and agents), markets, under a non-exclusive form, the whole range of press brakes produced by Adira all over the world. The new press brake range, covering all relevant applications and sizes, will form an integral part of the product range of Prima Industrie Group which will also serve the customer with the related support and after sale services. The machines under agreement will be produced according to the highest technical and quality standards which have always characterized the Group offering and will be marketed with brand, colours and electronics control of Prima Industrie Group. Furthermore the agreement foresees cross-sourcing of CNC and laser resonators from the Prima Group.

Through this agreement, the Group Prima Industrie – Finn-Power will widen the market to all main countries worldwide, including important areas in which the previous agreement with another manufacturer was preventing from operating. Notwithstanding the previous geographical limitations, over 2000 press brakes with Finn-Power brand are operating in the world with a strong concentration in North Europe, North America, Russia and China. The press-brake represents in fact a very important entry point for reaching the market, in particular of small and medium size customers.

Adira, known as an innovative, high standing manufacturer, located in Oporto (Portugal) is operating in the market since over 50 years with a product quality in line with best European standards and will continue, under a non-exclusive form, to market its own very extensive range of products through its distribution network.

After the agreement signing the Chairman and C.E.O. of Prima Industrie, Gianfranco Carbonato, declared: *“The agreement with Adira is important because it allows our Group to operate with the press brakes product line on markets precluded up to now. The cooperation, which will enter into force within the first semester of current year, will let both companies to take advantage of a revenues growth and the achievement of scale economies”*



PRIMA INDUSTRIE heads a leading Group in developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery, and opto-electronic components. The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (MTA – STAR segment). With over 30 years of experience the Group can count on over 10,000 machines installed in more than 60 countries worldwide and is among the main worldwide manufacturers in its own reference market.

The Group has about 1350 direct employees (besides some 200 employees in the Chinese JVs) and manufacturing sites in **Italy** (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRONICS S.p.A, FINN-POWER Italia Srl), **Finland** (FINN-POWER Oy), **USA** (PRIMA North America Inc.) and **China** (Shanghai Unity Prima Ltd.) as well as a commercial direct presence in France, Spain, Germany, UK, Belgium, Poland, Russia, USA, Canada, China and UAE.

The Prima Industrie Group is structured on 2 Business Units:

Laser and sheet metal processing machines: including design, manufacturing and marketing of:

- Laser machines for cutting, welding and drilling of 3D and 2D components.
- Machines for sheet metal treatment by means of mechanical tools (punching machines, combined punching/shearing systems, combined punching/laser cutting systems, panel benders and automation systems).

Opto-electronic components: including development, manufacturing and marketing of power and control electronics, and of high-power laser sources for industrial applications, destined both to the Group machines and to third parties.

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