



PRIMA INDUSTRIE S.p.A.

Registered office and headquarters: Via Antonelli n. 32 – Collegno (TO)

Share capital: € 21.600.000 fully paid-up

Turin companies' register and VAT N° 03736080015

SUSPENSION OF “WARRANTS PRIMA INDUSTRIE 2009-2013” EXERCISE

We would like to inform that on March 11, 2010 a Board of Directors meeting will be held in order to call, among the rest, the Shareholders' Meeting to resolve also about a possible dividend distribution.

Therefore, pursuant to article 2.6 in “Warrant Prima Industrie 2009-2013” Regulation, the Warrants exercise will be suspended as from March 11, 2010 until the day (included), when the Shareholders' Meeting has taken place –even in second call- and, in any case, until the ex dividend day (excluded), if any dividend payment has been resolved by the Shareholders' Meeting itself.

For any subscription application presented before March 11, 2010 the relevant shares will be available within the tenth working day of the month of April 2010.

The Warrants Regulation is also available on the company website www.primaindustrie.com.

Collegno (TO), March 9, 2010