



PRIMA INDUSTRIE S.P.A. IS PLEASED TO INVITE THE FINANCIAL COMMUNITY TO THE CONFERENCE CALL OF THE

PRESENTATION OF 1Q 2008 RESULTS

DATE: MAY 15, 2008

TIME: 9:00 A.M. CET (8:00 A.M. GMT)

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PASSWORD CODE: PRIMA

SPEAKER:

GIANFRANCO CARBONATO, CHIEF EXECUTIVE OFFICER

CORPORATE TEAM:

MARCO PINCIROLI, EXECUTIVE BOARD MEMBER (POWER FOR M&A)
MASSIMO RATTI, CHIEF FINANCIAL OFFICER
CHIARA RONCOLINI, INVESTOR RELATOR

THE CONFERENCE CALL (IN ENGLISH) WILL CONSIST OF A PRESENTATION, FOLLOWED BY A Q&A SESSION.

WE KINDLY SUGGEST YOU TO CONNECT AT LEAST 10 MINUTES BEFORE THE BEGINNING OF THE CONFERENCE.

FOR FURTHER INFORMATION:
ASSISTANT CHIEF FINANCIAL OFFICER - TEL. 0039/011/4103.206