



PRESS RELEASE

“NUOVO MERCATO” OF THE ITALIAN STOCK EXCHANGE

PRIMA INDUSTRIE

**PRESENTED THE APPLICATION FOR ADMISSION TO THE NEW SECTOR
TECHSTAR OF THE ITALIAN STOCK EXCHANGE**

Collegno (Torino) March 12th, 2004 - Prima Industrie S.p.A., a leader company in the high-technology sector of laser systems for industrial applications, presented today, to the Italian Stock Exchange, request for admission to the Nuovo Mercato new sector called TechSTAR and therefore to the consequent index.

On February 27th, 2004 Prima Industrie S.p.A. Board of Directors approved the proposed balance sheet and the consolidate accounts, as at December 31st, 2003 which closed with sales for 95 million Euro, an operating gross margin (EBITDA) equal to 2.7 million euro (growing in excess by 2.6 million euro comparing with 2002) and a final net result equal to –3 million Euro.

On the basis of the above Prima Industrie fulfils, also from an economical point of view, the requirements established by the Italian Stock Exchange in order to be admitted to the TechSTAR sector.

“We believe that the establishment of such new Stock Exchange sector TechSTAR ” said the Company C.E.O., Mr. Gianfranco Carbonato, “will allow the market to identify Companies that, like Prima Industrie, have healthy fundamentals and a growing profitability trend”.

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