



PRESS RELEASE

NUOVO MERCATO –TECHSTAR Segment

PRIMA INDUSTRIE - FIDIA

PRESENTATION OF THE MERGER PROJECT TO THE FINANCIAL COMMUNITY

Milan, July 12, 2005 – The management of Prima Industrie S.p.A. and Fidia S.p.A. illustrated today, during a meeting with the financial community, the details of the merger of Fidia into Prima Industrie, transaction announced on June 7, 2005 and subsequently approved, on June 28, 2005 by the two companies' Boards of Directors.

As previously recalled, the transaction is in line with the strategic objectives of both companies involved. On one hand Prima Industrie S.p.A. will be able to widen its business lines in complementary sectors, on the other hand Fidia will be able to reach a more adequate size in order to cover the global markets. In particular, the integration will allow the two companies to enter new markets more effectively and to rationalize their cost structures in countries where they already operate. Moreover, it will be possible to increase critical mass and efficiency in the sector of industrial electronics and computerised numerical controls, where both groups already operate with complementary products.

During the presentation to the financial community, the Companies divulged information not previously disclosed.

Synergies coming from the merger have been estimated by the management in an amount of 4 million euro per year (equal to a present net value of 20 million euro), when reached the full capacity; such amount has to be connected for its 75% with savings on commercial, R&D, manufacturing and structure expenses and for 25% with higher margins and larger sales volumes.

As for economic data of the new group, the 2007 Profit and Loss account pro-forma (which does not include benefits from the mentioned synergies) envisages revenues of 166.7 million euro and EBITDA of 15.8 million euro (9% on revenues).

In the end it was announced that the shares exchange ratio (1 newly issued Prima Industrie share , face value 2.5 euro, against 2.4 Fidia shares, face value 1 euro) has been established considering the evaluation made by the advisor, Banca Intesa, using the method of the discounted cash flow (DCF), which gave an economic value of Prima Industrie of 52.2 million euro (euro 11.35 per share) and an economic value of Fidia of 22.2 million euro (4.72 euro per share).

As for other information about the transaction we refer to the press releases issued on June 7 and 28, 2005.



Prima Industrie, established in 1977 and listed on the Nuovo Mercato of the Italian Stock Exchange since 1999, and on TechSTAR since March 2004, develops, manufactures and markets high-power laser systems for cutting, welding and drilling of three-dimensional (3D) and bi-dimensional (2D) parts.

Prima Industrie, established in 1977, leads a Group with over 450 employees, with manufacturing facilities in Italy (Prima Industrie S.p.A. and Prima Electronics S.p.A.); USA (Prima North America Inc.) and China (Shanghai Unity Prima Ltd. and Shenyang Prima Laser Machine Company Ltd.), and with a wide sales network in over 40 countries.

At present the Group can count on over 1,800 systems installed worldwide for over 1,000 customers in the automotive, aerospace and in a wide range of other industries.

Fidia SpA, established in Turin in 1974 and currently listed on Italian Stock Exchange TechSTAR, is among the world leading companies in the design, manufacturing and marketing of integrated systems for processing complex shapes, mainly intended for the moulds and dies sector. With 306 employees, Fidia stands out as one of the few companies in the three technological areas which allow to manage the whole milling process: numerical controls for milling systems, high speed milling systems and CAM software for complex shape milling.

At present the Group can count on over 700 milling systems installed and over 5,000 numerical controls installed for more than 2,000 customers worldwide.

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