

Torino, March 6, 2001 – Prima Electronics SpA, a Company controlled by Prima Industrie SpA, operating in the area of industrial electronics for automation, secured to its budget a new contract expiring at the end of the year 2006 for the exclusive supply of electronic regulators for stationary air compressors to Atlas Copco Airpower of which is world leader.

Within this operation, Prima Electronics has transferred to Micro Innovation Holding AG the Swiss firm Elesta purchased in August 2000 from the American Corporation Danaher for the purpose of acquiring the know-how related with the field bus technologies for industrial application functional to Atlas Copco Airpower.

Beyond its positive financial implications, the transaction will contribute to strengthening the long satisfactory business relation with the Atlas Copco Group who will secure to Prima Electronics sales for more than 10 billion lire per annum.

The transfer of Elesta to Micro Innovation Holding AG, a Swiss Company belonging to the German Group Moeller, will materialize gradually and will be fully executed by the end of the year 2003.

It is however felt that this will introduce the two companies to new understandings to cooperate for the development and marketing of industrial products of high technological content in the area of motion control.

On the subject, Mr Domenico Peiretti, Prima Electronics Managing Director, in expressing his satisfaction for the favorable conclusion of this deal, declared: *"We have been working hard during the last 18 months in order to make our turnover grow with new customers knowing that (as it was mentioned on the offering circular of Prima Industrie listing) we would have gradually extinguished the Atlas Copco supply. Now that we have defined the continuation of our business relationship with our most important customer, the new customers we acquired during this time will certainly contribute to consolidate the Company growth to a level higher than expected."*

For additional information: Ad Hoc Communication Advisors
Giorgio Zambeletti, Marco Fraquelli
Tel. ++39-02-7606741