

Torino, September 6, 2000 – Important step forward of **PRIMA INDUSTRIE** to grow into the American market. An agreement has in fact been reached by the C.E.O. of Prima Industrie, **Gianfranco Carbonato**, with **NOBLE METAL PROCESSING Inc.**, a corporation leader, with more than 30% share, of the American market of Tailored Blank Welding, which is a fundamental technology rapidly growing all over the world and particularly in America in order to improve safety and reduce on motor vehicles weights and consumptions.

The agreement aims to the introduction on the American market of **MOSAICO**, the new flexible production system of Tailored Blanks, developed by PRIMA INDUSTRIE, which permits the application of such technology also to the production of motor vehicles in a limited quantity.

NOBLE corporation, with its 100 million dollars of sales per year, listed at NASDAQ, will have the exclusive use of MOSAICO up to December 31st, 2001 to develop components for American niche-cars production planned as from the year 2002.

As for PRIMA INDUSTRIE, this will generate within next few years the sale of a noticeable number of MOSAICO systems (one has already been installed with success in Italy) and this is in a market already in a world leading position with a production exceeding 30 million components per year and of which a further strong and constant growth is expected.

Furthermore, PRIMA INDUSTRIE presents to the American market the new brand name of **CONVERGENT PRIMA**. The opportunity is given by the **IMTS, the most important biennial show of machine tools and durable goods of high technology**, which opens today its gates to the public and for the first time will see, in a single large booth, PRIMA INDUSTRIE and CONVERGENT ENERGY together.

At the IMTS show it will be exhibited:

- **OPTIMO**: the new version of the laser machine introduced in Europe towards the end of 1998, doubling in the current year the number of units manufactured in respect to previous years. The machine is presented for the first time to the American market (*the unit in exhibition is destined to an important customer in Detroit who already operates with four PRIMA INDUSTRIE machines of previous generation*);
- **DOMINO**: the laser machine developed for bi-dimensional and three-dimensional working processes with a large potential market in the sector of subcontractors sheet-metal manufacturing;
- **GEMINI P50**: a machine developed in cooperation between CONVERGENT PRIMA and the American corporation HUFFMAN using a laser YAG P50, the world most performing in its class, for micro-drilling applications in aircraft engines and turbines for the generation of energy.

The exhibition will continue till September 13, 2000 and the important investment involved proves the attention dedicated by the Company (listed at NUOVO MERCATO of the Italian Stock Exchange) to North America with a view to acquire larger market shares after the Convergent Energy operation recently accomplished.

Furthermore, in order to insure an adequate coverage of the large American market, **PRIMA U.S.** and **CONVERGENT ENERGY have consolidated their respective sale networks in a single staff** which will operate under the common trade mark of CONVERGENT PRIMA.

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