

PRESS RELEASE**Buy back**

Within the frame of the buy back programme announced on May 11, 2010 EXOR communicates that during the week from July 12th to 16th the following number of shares has been purchased:

Monday 12 July	10,000 EXOR ordinary shares at the average price of € 14.57, 705 EXOR preferred shares at the average price of € 10.61 and 500 EXOR saving shares at the average price of €11.36, including fee.
Tuesday 13 July	10,000 EXOR ordinary shares at the average price of €14.70, 20,000 EXOR preferred shares at the average price of €10.85 and 4,000 EXOR saving shares at the average price of €11.68, including fee.
Wednesday 14 July	10,000 EXOR ordinary shares at the average price of €14.67, 45,000 EXOR preferred shares at the average price of €10.70 and 1,000 EXOR saving shares at the average price of €11.48, including fee.
Thursday 15 July	10,000 EXOR ordinary shares at the average price of €14.74, 45,000 EXOR preferred shares at the average price of €10.59 and 3,000 EXOR saving shares at the average price of €11.51, including fee.
Friday 16 July	10,000 EXOR ordinary shares at the average price of €14.70, 45,000 EXOR preferred shares at the average price of €10.55 and 1,400 EXOR saving shares at the average price of €11.40, including fee.

From the beginning of the programme the total number of ordinary shares purchased amounts to 410,000, the total number of preferred shares purchased amounts to 1,721,778 and the total number of saving shares purchased amounts to 105,795, for a total invested amount of approx. €22.6 million.

EXOR currently holds 3,394,000 ordinary shares (2.12% of the class), 9,083,078 preferred shares (11.83% of the class) and 325,595 savings shares (3.55% of the class).

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