



PRESS RELEASE
Turin, January 11 2010

CONAFI PRESTITÒ commences buy back programme

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In accordance with the share buy-back programme authorised by the Shareholders' Meeting of April 29, 2009, extended by the Shareholders' Meeting of April 29, 2009, Conafi Prestitò hereby discloses that in the period between January 4 and January 8, 2010, it purchased on the MTA Market – through Banca Intermobiliare di gestioni ed investimenti S.p.A., appointed to carry out the buy-back programme – a total of 25.000 Conafi Prestitò ordinary shares (approx. 0,05376% of the share capital) for a total value of Euro 29.479,09.

A summary of the share purchases made in the period is shown in the table below:

Data	Numero di azioni ordinarie acquistate	% del capitale sociale	Prezzo medio unitario di acquisto (Euro)	Controvalore (Euro)
04/01/2010	7.000	0,01505	1,176642	€ 8.238,49
05/01/2010	7.000	0,01505	1,186214	€ 8.303,50
07/01/2010	4.000	0,00860	1,180375	€ 4.721,50
08/01/2010	7.000	0,01505	1,173942	€ 8.217,59
TOTALE	25.000	0,05376	-	€ 29.479,09

As at the January 8, 2010, Conafi Prestitò holds totally nr. 2.942.136 own shares, corresponding to 6,32717% of the outstanding share capital.

[The share purchases were made on the MTA Market, pursuant to the provisions of article 2357 of the Civil Code, article 132 of Legislative Decree No. 58/98 and article 144-bis of Consob Regulation No. 11971/99 (as subsequently modified), and within the limits and objectives set out in the Shareholders' and Board of Directors' meetings authorising the buy-back programme. The purchases were also made pursuant to the provisions of article 5 of EU Regulation No. 2273/2003]



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Conafi Prestitò S.p.A., with headquarters in Turin, is a financial broker, registered in the general list of financial brokers of the Italian Exchange Office in accordance with article 106 of the Banking Finance Act and the special list of the Bank of Italy in accordance with article 107 of the Banking Finance Act. The Company operates in the personal loans sector, specialised in providing loans repaid through direct salary or pension deductions. Conafi Prestitò is also renowned as an innovator of products and services and noted as one of the few operators which have brought innovation to the consumer credit sector, prevalently concentrated on traditional activities. CONAFI PRESTITO' S.p.A. has been listed on the MTA Market of the Italian Stock Exchange since April 12, 2007.

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