



**PRESS RELEASE**  
**Turin, January 28, 2010**

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**CONAFI PRESTITÒ**  
**share buy-back programme:**  
**authorisation of the purchase of a further 996,364 treasury shares**

**Turin, January 28, 2010**

The Board of Directors of Conafi Prestitò today approved the extension of the share buy-back plan begun on April 29, 2009, based on the Shareholders' Meeting resolution on the same date, previously extended on November 12, 2008, authorising the purchase of further shares up to a maximum of 8.5% of the share capital.

At January 12, 2010, Conafi Prestitò holds 2,956,136 treasury shares, equal to 6.35728% of the share capital.

The share buy-back programme is undertaken for strategic operations and remuneration purposes.

The purchase of treasury shares will be carried out within the limits of the distributable profits and the available reserves from the last approved financial statements, and undertaken in accordance with regulations and applicable law and in line with the further substantial elements of the programme established at the shareholders' and directors' meetings and previously communicated to the market.

The duration of the programme was confirmed as until October 29, 2010.

**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 segment of the Italian Stock Exchange since April 12, 2007.

For further information please contact:

**CONAFI PRESTITO' S.p.A.**

Salvatore Chiolo  
Investor Relations Manager  
Tel: +39 011 7710320  
e-mail: [salvatore.chiolo@conafi.it](mailto:salvatore.chiolo@conafi.it)  
[www.conafi.it](http://www.conafi.it)

**IR TOP – Investor Relations Advisory**

Floriana Vitale  
Tel: +39 02 45473884  
e-mail: [f.vitale@irtop.com](mailto:f.vitale@irtop.com)  
[www.irtop.com](http://www.irtop.com)