



PRESS RELEASE

Italian Stock Exchange - STAR SEGMENT

PRIMA INDUSTRIE

**CONCLUDED THE SALES PLAN OF PRIMA INDUSTRIE S.P.A. STOCKS
BY THE FULLY PARTICIPATED COMPANY PRIMA ELECTRONICS SPA**

Collegno (Torino), September 28, 2006 - Prima Industrie S.p.A. announces that its fully participated company Prima Electronics S.p.A. has today sold no. 8,000 Prima Industrie stocks, owned according to article 2359 bis Civil Code, article 132 T.U.F. and article 144 bis Consob regulations, at an average price of Euro 21,6405.

This sale was resolved by Prima Electronics Ordinary Shareholders Meeting held on July 19, 2006. Such resolution had the aim of allowing Prima Electronics to sell the stocks still owned after the conclusion of the previous purchase/selling plan, accomplished to allow the specialist's activity on the STAR Segment.

By the sale of the above 8,000 stocks, the sales program has been fully completed and consequently Prima Electronics does not own now any Prima Industrie stocks.

The program is terminated with a satisfactory capital gain for Prima Electronics S.p.A.

PRIMA INDUSTRIE, established in 1977 and listed at the Italian Stock Exchange since 1999, currently present on the STAR segment, develops, manufactures and markets high-power laser systems for cutting, welding and drilling of three-dimensional (3D) and bi-dimensional (2D) parts. PRIMA INDUSTRIE leads a Group with nearly 500 employees, with manufacturing facilities in Italy (PRIMA INDUSTRIE S.p.A. and PRIMA ELECTRONICS S.p.A.); USA (PRIMA North America Inc.) and China (Shanghai Unity Prima Ltd. and Shenyang Prima Laser Machine Company Ltd.), and with a wide sales network in over 40 countries. At present the Group has 2000 systems installed worldwide with more than 1000 customers in the automotive, aerospace and in a wide range of other industries.

For further information:

PRIMA INDUSTRIE S.p.A.
Massimo Ratti
C.F.O.
phone 011 4103208
m.ratti@primaindustrie.com

Chiara Roncolini
Investor Relator
phone 011 4103204
ir@primaindustrie.com

Ad Hoc Communication Advisors
Sara Balzarotti
Press Office
phone 02 7606741 - 335/1415584
sara.balzarotti@adhoccommunication.it