



BIALETTI INDUSTRIE ANNOUNCES THE LAUNCH OF A SHARE BUY-BACK PROGRAMME

Coccaglio, 21 July 2008 – Bialetti Industrie communicates, pursuant to art. 144-bis, 3rd paragraph, of Consob Regulation 11971/99, the launch of a share buy-back programme within the terms authorised by resolution of the Shareholder's Meeting held on April 21, 2008 and in conformity with the deliberations on the same date by the Board of Directors.

As already communicated, the purchase of own shares will occur for 300,000 ordinary shares (0.4% of capital share) which shall be destined to the remuneration plan based on Bialetti Industrie S.p.A. ordinary shares (the "Plan") in favour of the Managing Director Mr Ugo Forner.

The Plan is subject to the sole condition that at January 31, 2009, Mr Forner is still the Managing Director of the Company, that is that he has not handed in his resignation and/or his office has not been revoked by that date.

The purchase programme of own shares will be concluded by January 30, 2009, to permit free assignment of shares involved in the Plan, on occurrence of the condition described above.

The purchases of the own shares must be made at a price not exceeding 15% and no lower than 15% compared to the reference price recorded by the stock in the stock exchange session prior to each individual transaction.

The purchases will be made in accordance with the manner established by art. 132 of Legislative Decree 58/98 and art. 144 bis of the Consob Regulation no. 11971/99 and in any case permitted by the legal provisions and regulations, also European ones in force. The daily volume of own shares purchased will not exceed 25% of the average daily volume of shares negotiated calculated on the basis of the average daily volume of exchanges in the twenty days of negotiation prior to the purchase date.

The individual purchase transactions will be performed through a primary specialised operator, in respect of the parameters described and of the provisions, also regulating ones, applicable on the subject.

At the current time Bialetti Industrie S.p.A., also through subsidiaries, does not hold own shares.

Bialetti will communicate the operations performed every week (by the seventh stock exchange day after the date the transactions were performed) and in terms of number of shares purchased in the period, average unit price, total number of shares purchased from the beginning of the programme and overall equivalent value at the date of the communication.

Bialetti Industrie S.p.A. is one of Italy's leading industries and a key operator in international markets. Its brand is acknowledged as a synonym for "made in Italy products of quality". The Group is the owner of brands of long-standing tradition and fame like Bialetti, Rondine, Girmi, Aeternum and CEM. Bialetti Industrie is active in the production and sale of products for the home and in particular cooking utensils, coffee makers and small household appliances through its two strategic divisions, "*Housewares*" (cookware, non-electric coffee makers and kitchen accessories) and "*PED*" (small electrical appliances, including electric coffee makers), both dedicated to mass retail chains and retail stores. Over the years Bialetti Industrie has distinguished itself for its highly innovative and quality products and also for the use of new materials and technologies. Its manufacturing plants are located in Italy – in the provinces of Brescia (Coccaglio) and Verbania (Omegna) and also in Turkey and Romania. The level of excellence achieved is the result of the Group's ability to associate its products with values of tradition, quality, durability over time, design and safety, in line with its strategy of social and environmental responsibility, which is perfectly expressed in the Group's philosophy: "add value to daily life".



For information:

Investor Relations:

Bialetti Industrie S.p.A.
Valentina Ambrosini
Investor Relations and Corporate Affairs
Tel. 0039_030_7720011
vambrosini@bialettiindustrie.it

IR TOP, specialists in Investor Relations
Anna Lambiase
Elena Dimichino
Tel. 0039_02_45473884
info@irtop.com

Media Relations:

Bialetti Industrie SpA
Alessandra Costa
External Relations Manager
and Institutional Communications
Tel. 0039_030_7720011
acosta@bialettiindustrie.it

**Media & Communication Consultant
Aida Partners**

Monica Cipparrone – Media Relations Manager
Tel. 0039_02_89504650
mediarelation@aidapartners.com