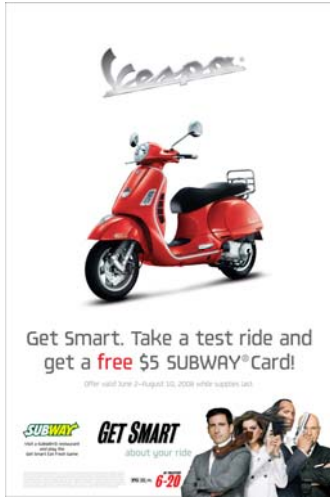


Vespa® Invites Consumers to Get Smart About Their Ride



Vespa and SUBWAY® restaurants team up for fuel-efficient, fresh summer fun with "Get Smart"-based Instant Win sweepstakes, free food and helmet offers

NEW YORK, May 20, 2008 - Vespa, the world's most iconic scooter brand, is joining forces this summer with SUBWAY® restaurants and secret agents Maxwell Smart and Agent 99 from the action comedy "Get Smart" to fight the forces of evil - traffic congestion, fuel consumption, global warming and boring transportation. Supporting a cameo appearance by a silver Vespa LX 150 scooter in the upcoming Warner Bros. Pictures release will be a national promotional campaign and placement within a SUBWAY®-branded promotional online Instant Win Game and Sweepstakes with a chance to win one of 10 Vespa

scooters, as well as two exclusive offers to enjoy free food and gear. The multi-tiered promotion ties-in with the June 20 launch of "Get Smart," starring Steve Carell, Anne Hathaway, Dwayne Johnson and Alan Arkin.

While Maxwell Smart (Carell) and his savvy partner Agent 99 (Hathaway) pursue the evil forces of KAOS, consumers can ensure that they're not starting their own mission on an empty stomach or without the right protection. Secret agents in search of fresh fare and the ideal getaway ride can receive a free \$5 SUBWAY® card with a test drive or product demonstration at all Vespa dealers. Participants in SUBWAY® restaurant's Get Smart Eat Fresh Instant Win Game and Sweepstakes will receive a message to take advantage of a special offer to receive a free Vespa Soft-Touch helmet, a \$300-value, with the purchase of a new Vespa scooter. The online, print and in-store promotions run June 2 through August 10, 2008 at all Vespa dealers and more than 21,500 SUBWAY® restaurants in the U.S.

"The Vespa brand is synonymous with smart, spirited transportation," says Paolo Timoni, President and CEO of Piaggio Group Americas, Inc. "Vespa riders already know that scooters are a fresh way to tackle today's fuel and congestion issues, and we're pleased that this promotion gives us the opportunity to help even more consumers uncover the facts about Vespanomics."

Shoe Phone Not Required

To achieve their mission and get away on a fuel-efficient, eco-friendly and fun Vespa, consumers don't need a bag of secret gadgets and tricks. In addition to potentially winning a Vespa GTS or LX 50 scooter via SUBWAY® restaurant's Get Smart, Eat Fresh Instant Win Game and Sweepstakes, amateur agents are also invited to follow the links to print out a coupon good for one of the latest Vespa Soft Touch or Piaggio Copter helmets, available free of charge with the purchase of a new Vespa scooter. SUBWAY® restaurant's Instant Win Game and Sweepstakes details are a click away at www.subwayfreshbuzz.com, via a special movie-themed microsite. Even if you don't play the Instant Win Game, all consumers over the age of 18 are invited to visit a Vespa dealer to receive a free \$5 SUBWAY® card, available with a Vespa test ride or product demonstration. Consumers can learn more about the free \$5 SUBWAY® card offer at www.VespaUSA.com.

Both participating Vespa dealerships and SUBWAY® restaurants will promote the campaign with point of sale promotional materials. All offers are valid while supplies last. For complete terms and conditions, consumers should visit www.subwayfreshbuzz.com or www.VespaUSA.com.

About The Piaggio Group:

With over 6,700 employees, an annual production of more than 680,000 vehicles in 2006 5 R&D centers, 7 production facilities in Europe and Asia, and operations in over 50 countries, the Piaggio Group has a consolidated leadership in the European 2 wheeler market. Its production includes scooters, motorcycles and mopeds in the 50cc to 1,200 cc displacement range, marketed under the Piaggio, Vespa, Gilera, Derbi, Aprilia, Scarabeo and Moto Guzzi brands.

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