



press release

SALE OF COMMERCIAL AREAS ADJACENT TO THE NEW STADIUM

Turin, 1 December 2009 - Juventus Football Club S.p.A. announces that, following the agreements announced in the press release of 24 February 2009, the notary deed has been signed for the sale to Ebanò S.r.l., a company belonging to the Nordiconad group (one of the leading cooperatives in food retailing in Italy and a member of the Consorzio Nazionale Conad), of the company business including part of the areas leased from the City of Turin, the project, the contracts, the commercial authorisations and the relevant building permits in order to create a commercial centre adjacent to the new stadium.

The net value of the sale of the company business is € 9.25 million of which € 8.25 million already received at the time of the notary deed and € 1 million to be received at the time of the definitive approval at the completion of construction work, covered by a bank guarantee. The framework of the sale of the company business envisages that Ebanò S.r.l. takes responsibility for the debt of € 11 million with the City of Turin.

Furthermore Ebanò S.r.l. will take on infrastructure costs for the commercial areas for € 9.135 million.

The overall economic effect of the operation, which has an impact on the current financial year, net of the dynamic of infrastructure expenses, is positive for about € 2 million.

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