



press release

GO-AHEAD FOR THE STADIUM PROJECT AND RELATED AGREEMENTS WITH NORDICONAD FOR DEVELOPMENT OF THE NEIGHBOURING COMMERCIAL AREAS

- The procedure for the approval of the building permits and the construction of the new Stadium and adjacent commercial area has been completed positively
- Preliminary agreement for the sale of the adjacent commercial areas to Nordiconad

Turin, 24 February 2009 - Juventus Football Club S.p.A. announces that the City of Turin Council late last night approved definitively and without criticism the *Programma di Intervento Integrato* (the so-called PRIN – Integrated Project Programme) that constitutes the planning instrument needed for the completion of the final stage of the “new stadium project”. At the same time, the City Council approved the new agreement that regulates the long-term lease related to the whole area acquired by the Company to take into account the changes that have occurred regarding the project for both the new stadium and the commercial areas.

The procedure for the approval of the building permits and the construction of the new Stadium has been completed positively, and will proceed for the adjacent commercial area after the result of the EIA (Environmental Impact Assessment).

When these building permits are issued, the preliminary sale contract stipulated with Nordiconad Soc. Coop. (one of the leading food retailing co-operatives in Italy and member of the CONAD national consortium) will come into force. This envisages the construction of an innovative, modern commercial centre integrated into the area surrounding the Stadium. This preliminary contract involves the sale by 30 September 2009 by Juventus to Nordiconad of a company branch (including part of the areas acquired with the long-term lease, the project for the commercial areas and the commercial authorisations for them) for a sum of € 20.25 million, € 4 million of which already received as a deposit, € 4.25 million to be received when the notary’s deed of the sale of the branch is signed, € 1 million to be received on completion of the work. The remaining € 11 million will be settled by Nordiconad with the City of Turin as the balance of the sum still due by Juventus to the City for the acquisition of the long-term lease of the area. Nordiconad has also assumed responsibility for the expenses for the utilities and infrastructures for the commercial areas.

It is estimated that, at the time of the actual transfer of the company branch, the overall economic effect of the sale should be positive for about € 3 million.

PRESS OFFICE

Tel. +39 011.6563436

pressoffice@juventus.com

INVESTOR RELATIONS

Marco RE

Tel. +39 011.6563456

investor.relations@juventus.co

