

New silver stars shine over the French Riviera.

Pershing has chosen the 31st edition of the prestigious Festival de la Plaisance in Cannes to present two major innovations to the worldwide yachting public: the new Pershing 64' and the official preview of the brand-new Pershing 80'.

Pershing, the famous Italian yacht brand, is back again this year to exhibit the pick of its craft in a special showcase at the Festival de la Plaisance in Cannes.

From September 10 to 15, in the exhibition area of its mother company, Ferretti S.p.a., **the Italian shipyard will be displaying no less than eight models from its luxury motoryacht range. This selection of Pershing's most important and most successful creations** has been deliberately chosen to provide a rich panorama of the variety that these craft offer in terms of character and features. The waters of Europe's leading boat show are therefore getting ready to host **the 115-foot Pershing flagship, the refined Pershing 90', the innovative Pershing 72', the versatile Pershing 56', the prize-winning Pershing 50', and the brilliant Pershing 46'.**

But the craft that will most enjoy the huge media attention the French yachting festival attracts, especially as this year it has extended and modernised its structures, are undoubtedly the two debutants in the Pershing fleet.

Cannes will in fact be the **new Pershing 64's** first appearance on an international boat show stage after its three-leg premier tour this summer as the star of the Pershing SeaShow. The opening of this spectacular tour, organised by Pershing to focus entirely on this new model, was timed to coincide with the Milan Furniture Show, during which the Pershing 64' was displayed in an original and picturesque setting on the Navigli canals. These waterways had never before hosted a craft of this size, but it was not only its size that the public admired but also the superior quality of its interior design. The highly original idea to take a luxury motoryacht right into the heart of Milan was enhanced by various communication actions and a special event defined as "This is more than ...". The campaign, designed to promote the key concept of the company's new "Moving idea" communication project included personalising public transport vehicles with the claim, "This is more than a tram", launching a special website and competition and organising light shows on the Navigli canals. All activities that reinforced the "Moving idea" focus on the love of innovation and creativity and the stunning ability to be constantly one step ahead of the times that has always distinguished the Pershing identity and philosophy.

From Milan the Pershing SeaShow sailed onto Portorose in Slovenia and then concluded on July 26 in Palma de Mallorca. The finale of this special event was enhanced by another prestigious unveiling at which the guests at the Spanish leg of the Pershing Sea Show became the first people ever to meet and try out **the shipyard's latest creation, the Pershing 80'.**

This model with its sleeker, more aggressive, more streamlined shape **comes to Cannes eager to enjoy its official unveiling to yachting experts, journalists and the general public.** The combination of these two new models represents a display of design research, uncompromising class and advanced technology guaranteeing superior comfort and features offering owners an exclusive way of enjoying every moment aboard. **"Surprising the future"**, the concept that has led to the creation of these yachts, means just that: **selecting the best and taking it one step further.**

**Not for publication, distribution, directly or indirectly,
into the United States of America, Canada, Australia and Japan**

The distribution of this announcement and the offering or sale of the securities referred to herein in certain jurisdictions may be restricted by law. Persons into whose possession this announcement comes are required to inform themselves of and to observe any such restrictions. This announcement is not for publication, distribution, directly or indirectly, in or into the United States (including its territories and dependencies, any State and District of the United States), Australia, Canada or Japan. This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States, Australia, Canada or Japan. The securities described have not been, and will not be, registered under the regulatory authorities of these countries and may not be offered or sold, directly or indirectly, into the United States, Australia, Canada or Japan, unless the securities are so registered or in compliance with any applicable exemption from the registration requirements of the Securities Act.