



PRESS RELEASE
Turin, July 17, 2008

CONAFI PRESTITÒ: the Conafi Group acquires 51% of VIA ADVISORS CORPORATE FINANCE S.r.l.

Turin, July 17, 2008

As part of its growth strategy which is focused upon offering corporate financial products in addition to the traditional consumer credit financial products, *CONAFI PRESTITO' S.p.A.*, a company listed on the Expandi market, specialised in the provision of loans with repayment through direct salary or pension deductions and extended repayment terms, today acquired through the wholly owned subsidiary HOLDING PARTECIPAZIONI BUSINESS S.p.A. 51% of VIA ADVISORS CORPORATE FINANCE S.R.L., a company based in Milan, for a total cash consideration of Euro 408,000.

VIA ADVISORS CORPORATE FINANCE S.r.l., a company founded in 1992, is specialised in corporate finance operations for Italian and foreign companies, public bodies and financial intermediaries; in particular, the company advises on acquisitions and mergers, MBO/LBO/IPO and equity financing on the Milan and London markets and strategic and international planning and in 2007 reported revenues of Euro 565,313 and a breakeven result.

In addition to well regarded management skills, the Company has developed a vast network of professional and international investors – within both industry and finance.

This operation is part of the strategic growth of Conafi, which began with the acquisition of 60% of Progefin, focused on placing the Group as a leading player within industry, capable of offering a wide range of complementary services, from consumer credit, specifically aimed at employees, to financial instruments and advisory assisting the growth of businesses.

"This acquisition will allow Conafi to benefit, in the interests of the Group's core business, from the professional experience and contacts of senior management of Via Advisors" stated Nunzio Chiolo, Chairman and Chief Executive Officer of Conafi Prestito.

Mr. Maurizio Stecco, Chairman of Via Advisors Corporate Finance, underlined: *"We are very pleased to be part of a solid Financial Group and one which has strong growth prospects: this alliance will allow us to fully develop our potential in the corporate finance sector and to be a driving force of the group's overall growth"*.

The Shareholders' Meeting of Via Advisors Corporate Finance S.r.l. confirmed Maurizio Stecco as Chairman of the Board of Directors of the Company. On the closing of the operation, the parties also signed put and call options for the purchase of the remaining holding of 49%, to be exercised after the approval of the 2009 annual accounts and whose amount can be paid in shares of Conafi Prestito S.p.A.



PRESS RELEASE
Turin, July 17, 2008

Conafi Prestitò S.p.A., with headquarters in Turin, is a financial broker, registered in the general list of financial brokers of the Italian Exchange Office in accordance with article 106 of the Banking Finance Act and the special list of the Bank of Italy in accordance with article 107 of the Banking Finance Act. The Company operates in the personal loans sector, specialised in providing loans repaid through direct salary or pension deductions. Conafi Prestitò is also renowned as an innovator of products and services and noted as one of the few operators which have brought innovation to the consumer credit sector, prevalently concentrated on traditional activities. CONAFI PRESTITÒ S.p.A. has been listed on the Expandi Segment of the Italian Stock Exchange since April 12, 2007.

For further information please contact:

CONAFI PRESTITO' S.p.A.

Salvatore Chiolo
Investor Relations Manager
Tel: +39 011 7710320
e-mail: salvatore.chiolo@conafi.it
www.conafi.it

IR TOP - Specialisti in IR

Floriana Vitale
Tel: +39 02 45473884
e-mail: f.vitale@irtop.com
www.irtop.com

PMS Group – Media Relations

Andrea Faravelli
Tel: +39 02 48000250
www.pmsgroup.it