



Press release

MAGGIORE FITNESS: KEEP FIT BY STAYING AT WORK.

Rome, 14th September 2011 - There was a feeling of great enthusiasm and a strong sense of pride at the inauguration of Maggiore Fitness, the company gym belonging to the Maggiore Group, which began within a wider project of internal marketing to encourage a better quality of company life. Enthusiasm for a reason, as Maggiore Fitness is a top quality sports centre with a sauna, a room to relax in, the best sports equipment, such as the eSpinner with a digital instructor, a sort of "incorporated" personal trainer. The gym is 700 sq.m. of sheer design and has a team of specialised trainers from the Personal Trainer Project, available for employees at any time. Just what an excellent work team needs! In fact, Maggiore is the leading 100% Italian-owned operator in the retail segment and in van rental under the AmicoBlu brand and it has always stood out for the quality of its services and customer relationships. But this success depends, as always, on people: the fulcrum of the company, at the centre of every strategy. Our conviction that happy colleagues give positive customer relationships is why the Maggiore Group dedicates so much to Human Resources.

*As far back as the eighteenth century, the economist and philosopher Adam Smith, father of economics, explained that "a man works productively if he feels treated like a man where he works and if he knows that where he works they want to know how he is". This is why - explains **Vittorio Maggiore**, Chairman of the Group - we systematically work on strategic business plans side by side with real plans for company well-being. We have successfully experimented with innovative policies of personal care which will lead us to being recognised as "the ideal working environment". We have assessed the close correlation between physical and mental well-being - continues **Vittorio Maggiore** - and we believe that the opening of the new facility, Maggiore Fitness, is an absolute must, not only to have more energy, less stress and greater concentration at work, but also to encourage socialisation and relaxation and to improve self-esteem and relationships between colleagues".*

Thus, exactly one year after the opening of the games and relaxation rooms and the room "Sapori e...Oltre" (Flavours andMore), which won the US Award 2010-Sole 24Ore as Best Company Restaurant, Maggiore is also investing in Corporate Wellness, and has stipulated agreements with the best Italian gyms for its employees working away from the office by reimbursing them 50% of the cost they have paid. All employees will be offered the use of a state-of-the-art sports centre with a complete programme of Corporate Wellness, which will include not only the classical training sessions to tone/strengthen muscles, slimming or postural gymnastics, but also the most up-to-date methods, such as psychometrics, neuromuscular taping and trx suspension training.