



BNP PARIBAS
CORPORATE & INVESTMENT BANKING

NOTICE TO THE HOLDERS

**Up to 3,000 EUR " Mediolanum MedPlus Certificate Coupon Key Euro 12" relating to EuroStoxx 50[®]
Index due 11 October 2014**

ISIN Code: XS0539017276

This Notice is dated 10 September 2010 and should be read in conjunction with the Final Terms dated 6 September 2010 in respect of the Securities. Any information not updated or amended herein should be regarded as unchanged.

The investors are informed that a Second Supplement to the Base Prospectus dated 3 June 2010 has been duly approved and passported into Italy as of 10 September 2010.

Accordingly, any investors who have indicated acceptances of the Offer (as defined below) prior to the date of publication of such supplement have the right within two working days of the Publication Date to withdraw their acceptances.

Copies of such Notice and the Supplement may be downloaded on the following websites:

http://eqdpo.bnpparibas.com/MedPlus_Coupon_Premium_Euro_12 and/or www.bancamediolanum.it