

Press release



**SAFILO GROUP EXTENDS EYEWEAR LICENSING AGREEMENT FOR
MARC JACOBS AND MARC by MARC JACOBS TO THE END OF 2015**

Padova, April 27th, 2010 – Safilo Group, worldwide leader in the premium eyewear sector, has extended the licensing agreement with world renowned designer Marc Jacobs (Marc Jacobs International, LLC) until December 31st, 2015 to design, manufacture and distribute worldwide prescription eyeglass frames as well as sunglasses under the Marc Jacobs and Marc by Marc Jacobs brands. The licensing agreement was originally set to expire on December 31st, 2011.

Safilo Group, which has been a licensee of the Marc Jacobs and Marc by Marc Jacobs brands since 2004, has presented highly successful collections over the past years which have obtained constantly improving results, confirming these brands as amongst those most desired in the eyewear world.

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 32 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Diesel, 55DSL, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Valentino, Yves Saint Laurent and, starting from Fall 2010, Tommy Hilfiger.

This press release is also available on the website www.safilo.com.

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