



## Leonardo Qualità Italia 2006 prize awarded to Vittorio Tabacchi

*The President of the Republic presents the award to the Chairman of Safilo Group at the Quirinale for services rendered in affirming Italian Quality in the world.*

**Rome, 4th December 2006** – Vittorio Tabacchi, Chairman of Safilo Group, received the **Leonardo Qualità Italia 2006** award from the President of the Republic Giorgio Napolitano, for services rendered in affirming Italian Quality in the world.

The **Leonardo Qualità Italia 2006 award**, the Oscar of Italian entrepreneurship, is promoted by the **Comitato Leonardo**. Created in 1993 following the initiative of a group of entrepreneurs, artists, scientists and Italian cultured men, including **Sergio Pininfarina** and **Gianni Agnelli**, to promote and affirm Italian Quality in the world, the Committee – chaired by **Laura Biagiotti** – boasts the operative support of the **ICE – Italian Institute for Foreign Trade** – and **Confindustria**, both essential partners in creating synergy between the world of business, art, culture and science. The name Leonardo, not chosen at random, refers back to the magical alchemy between art, science and technology: three means of expressing man's intellectual capacity which reflect the success of our Country on an international level. The association between the **Comitato Leonardo** and **ICE** counts on the participation of personalities that are highly representative of "Made in Italy" and who share the responsibility for sustaining the position and image of Italy in the world.

**Vittorio Tabacchi** and the other award winners were awarded this prestigious prize in their role as *"Entrepreneurs and prominent cultured men from the Sistema Italia who, through their company, have achieved significant success in international markets, ambassadors of the image of Italy in the world for their highly valuable international role and for the results that witness to the excellence of Italian workmanship"*.

*«It is a great honour to receive such an award from the highest held State office – declared **Vittorio Tabacchi** - Safilo began with the aim of being an ambassador in the world for Italian quality and style. The opinion expressed by the committee chaired by Laura Biagiotti is profoundly flattering and provides me with further confirmation that we are heading in the right direction».*

The awards were given out at the Palazzo del Quirinale during the ceremony in which **Giorgio Armani** received the **Premio Leonardo 2006**.

*The Safilo Group is leader in premium eyewear and maintains a leadership position in the sector of prescription, sunglasses, fashion and sports eyewear. Present on the international market through exclusive distributors and 28 subsidiaries in primary markets (U.S.A., Europe and Far East), Safilo distributes proprietary branded collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, including Alexander McQueen, Bottega Veneta, Boss Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Giorgio Armani, Gucci, Imatra, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co. (in 2007), Oliver, Pierre Cardin, Ralph Lauren, Stella McCartney, Valentino and Yves Saint Laurent. In addition, the following collections are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne, J.Lo by Jennifer Lopez and A/X Armani Exchange.*

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*This press release is also available on the website [www.safilo.com](http://www.safilo.com).*