



SAFILO GROUP S.P.A.:
THE CAPITAL INCREASE FOR CONSIDERATION FOR A TOTAL AMOUNT OF 12,842,735
EURO RESERVED TO HAL HOLDING N.V. (OR ONE OF ITS SUBSIDIARIES)
HAS BEEN ENTIRELY SUBSCRIBED AND PAID

Padua, 5th February 2010 – Multibrands Italy B.V. (a subsidiary of HAL Holding N.V.), on the basis of the investment agreement underwritten on October 19, 2009 by HAL Holding N.V., Safilo Group S.p.A. and its controlling shareholder, Only 3T S.p.A., has today subscribed the capital increase for consideration for a total amount of 12,842,735.40 Euro (including the share premium), and therefore within the limit of 10% of the pre-existing share capital, reserved to HAL Holding N.V. (or to one of its subsidiaries), with the exclusion of the option right pursuant to article 2441, par 4, second part of the Italian Civil Code, approved by the extraordinary shareholders' meeting of Safilo Group S.p.A. held on December 15, 2009. Safilo Group S.p.A. issued no. 28,539,412 ordinary shares to Multibrands Italy B.V. at a subscription price of 0.45 Euro per share, of which 0.25 Euro of nominal value and 0.20 Euro of share premium. The newly issued shares will have the same characteristics of the outstanding shares and bear the option rights in connection with the subsequent rights issue, for which Consob issued, on February 2, 2010, the nulla osta to the publication of the Prospectus, as communicated to the market the same day. The offer period will start on February 8, 2010.

The above mentioned reserved capital increase is part of the overall recapitalization transaction aimed at strengthening the capital and financial structure of Safilo Group S.p.A. and Safilo Group, to be carried out through, inter alia: (i) the increase of HAL Holding N.V.'s stake (which may, at HAL's discretion, be carried out also through one of its subsidiaries) in the share capital of Safilo Group S.p.A.; and (ii) the restructuring of the existing financial indebtedness of Safilo Group, itself underwritten today and subject of a separate press release to the market.

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 more than 30 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.

For further information:

Investor Relations

Barbara Ferrante

+39 049 6985766

www.safilo.com/en/investors.html

Press Release

Safilo press office

Nicoletta Chinello

ph. +39 049.69.85.379

Community consulenza nella comunicazione ph. +39 0422.416.111 - 02.89.40.42.31

Auro Palomba – Mob. +39 335.71.78.637

Giuliano Pasini – Mob. +39 335.60.85.019