



SAFILO GROUP STRONGER IN THE RUSSIAN MARKET THANKS TO NEW DIRECT SUBSIDIARY IN MOSCOW

Safilo CIS operational from 1st January 2009

Padova, 14th January 2009 – Safilo Group, worldwide leader in high-end and luxury eyewear, has strengthened its presence in Russia with the opening of a new subsidiary. Safilo CIS, based in Moscow and 100% managed by Safilo Group, has been operational from 1st January 2009.

Safilo CIS brings to Russia all of the brands in the Safilo portfolio, paying special attention to the luxury market, and operates through four regional offices in St. Petersburg, Ekaterinemburg, Rostov, and Novosibirsk. The aim is to be able to supply up to about 400 selected points of sale, including shops, opticians and department stores in the medium term.

Safilo CIS, along with three recent branches in the Czech Republic, Slovakia and Hungary, has further strengthened the Group's presence in the Eastern European countries. The new subsidiary joins the other thirteen already present in the European continent.

“Even in a situation as difficult as the one the worldwide economy is currently facing, Safilo continues to invest in order to grow in the countries which present significant development opportunities, “ – commented Massimiliano Tabacchi, Executive Vice Chairman of Safilo Group. – “Russia is one of the markets with the greatest potential, in which consumers pay particular attention to high-end products and Made in Italy design. Our commercial presence through this new direct subsidiary will guarantee that we will be able to take full advantage of the important opportunities that are available to our prestigious brands in this 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 on the international market through exclusive distributors and 31 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith, 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.

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