

SAFILO AND MRM WORLDWIDE ITALIA WIN THE 'FRECCIA D'ORO' AWARD WITH THE OPTICIAN KIT CAMPAIGN

Milan, 14th May 2010: Safilo, worldwide leader in the premium eyewear sector, and MRM Worldwide Italia, the Digital Thinking Agency which is part of McCann Worldgroup, led by Michele Sternai, have been awarded the prestigious Assocomunicazione "Freccia d'Oro" Award in the "Trade Sales Force" category with the Optician Kit campaign. The award ceremony took place yesterday 13th May in Milan during the Omnicom Expo and Dm Expo event.

To promote Optyl in 15,000 opticians' shops in Europe, the trademark registered by Safilo which identifies a special plastic material used exclusively by the company to create some of the models in its most prestigious collections, MRM – with Alex Brunori MRM Worldwide Italia as Executive Creative Director – designed a kit apparently created way back in 1970 containing a fictitious scientific magazine, a letter written by the imaginary scientist *Fridebald Schulz* and a bottle containing a front frame, the result of an interesting experiment which highlights one of the characteristics of this unique material.

The project was designed to consolidate knowledge about Optyl amongst opticians, highlighting its advantages compared to other materials, and has achieved excellent results in terms of awareness and buy in. The kits, sent out to opticians pretending that *Schulz* himself sent them forty years ago, have been on display in thousands of stores arousing a huge amount of interest and curiosity from the public.

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.

MRM WORLDWIDE is an international worldwide leader network in Digital, CRM & Emerging Media belonging to the McCann WorldGroup and operates in 35 countries throughout the world with 67 offices. Present in Italy since 1999, MRM WORLDWIDE works for the most important national and international companies such as Campari, Sâfilo, Lufthansa, General Motors, Microsoft, Unilever, MasterCard, Nestlé and Intel. From strategic vision to expertise in new media, from technological structure to creative language, MRM accompanies Brands towards a new definition of producer-consumer roles and the creation of a new relationship of trust between the two which is lasting over time. For more information: www.mrmworldwide.com.

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