



NEW APPOINTMENTS FOR SAFILO GROUP

Padua, 18th December 2008 – Safilo Group, worldwide leader in the high-end and luxury eyewear sector, has appointed Dario Bassetti in the role of Director of Marketing and Licensing.

Dario Bassetti joins Safilo from Indesit Company where he held the position of Chief Marketing Officer. During his professional career Mr. Bassetti has acquired significant experience in the areas of Marketing and Business Development in important international groups such as Unilever, PepsiCo and Ferrero. Mr. Bassetti will further strengthen Safilo's managerial team in an area which is strategic for the success of the commercial and product development of the Group.

Safilo also announces that James Ross Brownlee will assume responsibility for the American markets. James Ross Brownlee succeeds Claudio Gottardi who resigned from the Group to pursue new professional opportunities. Mr. Brownlee has gained significant experience during his 12 years with Safilo Group, assuming increasing responsibility both in wholesale and retail.

Responsibility for the Asian market will be assumed by Nicola Zotta, who during his 10 years in Safilo Group has gained similar experience in European markets such as France, Spain, Portugal, Belgium and Holland.

Dario Bassetti, James Ross Brownlee and Nicola Zotta will report to the Chief Operating Officer, Mario Pietribiasi.

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 and, until 31st of December 2008, Boucheron and Stella McCartney.

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

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