

Press release

Dior

The logo for Safilo Group, featuring the word "Safilo" in a blue serif font with a registered trademark symbol, and the word "GROUP" in a smaller, blue, all-caps sans-serif font below it.

DIOR AND SAFILO ANNOUNCE THE RENEWAL OF THEIR EYEWEAR LICENSE AGREEMENT UNTIL 2017

Padua, September 28, 2010, h.2.30pm – Christian Dior Couture and Safilo Group announce the renewal of their eyewear license agreement for the design, production and worldwide distribution of Dior's prescription frames and sunglass collections until December 31, 2017.

This new period of collaboration between the two Companies will continue to convey the luxury positioning of Dior eyewear collections.

The heritage of excellence and passion for creativity of the brand combined with shared attention to product quality and selective distribution will ensure the seamless execution of the two companies' global strategy for Dior eyewear.

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, Tommy Hilfiger, Valentino, Yves Saint Laurent.

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

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