



SAFILO GROUP S.P.A.:
MASSIMILIANO TABACCHI EXECUTIVE VICE CHAIRMAN
ROBERTO VEDOVOTTO APPOINTED NEW CHIEF EXECUTIVE OFFICER

Padova, 14th November 2008, h. 4.45pm – The Board of Directors of SAFILO GROUP S.p.A., which met today and was chaired by Vittorio Tabacchi, appointed Roberto Vedovotto as new Chief Executive Officer.

Furthermore, the Board noted Claudio Gottardi's resignation from his role as member of the Board of Directors, while maintaining his position with the subsidiary Safilo USA Inc..

Massimiliano Tabacchi assumes the position of Executive Vice Chairman, and will continue to supervise the Group and oversee its strategic direction.

Roberto Vedovotto will report directly to Massimiliano Tabacchi and the Board.

Roberto Vedovotto, 43, returns to Safilo after having spent two years in Lehman Brothers and currently in Nomura, where, in his position as Head of Investment Banking in Italy, as well as member of the European Executive Committee and Chairman of European Luxury Goods, he was responsible for the most important international transactions and deals. Roberto Vedovotto was Chief Executive Officer of Safilo Group between 2002 and 2006 and oversaw the financial restructuring of the Group and its successive listing on the Italian Stock Market. Roberto Vedovotto previously worked for 11 years for Morgan Stanley.

"Roberto Vedovotto has an extensive knowledge of Safilo, proven experience in our market sector, and an important managerial and financial profile. I am convinced that he is the right person to achieve the Group's strategic goals in accordance with the direction undertaken by the company and with the aim of creating value in the medium to long term" stated Vittorio Tabacchi, Chairman of Safilo Group.

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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