

Press release

Dior

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

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

Padua, September 28, 2010 – 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.

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

For further information:

Dior Press contact

Valérie Van der Noordaa
vvandernoordaa@christiandior.fr
Ph. +33 01 40 73 59 82

Safilo Investor Relations

Barbara Ferrante
ph. +39 049 6985766
www.safilo.com/en/investors.html

Safilo Press office

Nicoletta Chinello
ph. +39 049 6985379

Community consulenza nella comunicazione ph. +39 0422.416.111 - 02.89.40.42.31

Auro Palomba – Mob. +39 335.71.78.637
Giuliano Pasini – Mob. +39 335.60.85.019