

Press release



**SAFILO GROUP RENEWS
JLO BY JENNIFER LOPEZ EYEWEAR LICENSING AGREEMENT**

PADOVA – 22nd January 2009 – Safilo Group, a worldwide leader in the high-end and luxury eyewear sector, is pleased to announce the renewal of its licensing agreement with Sweetface Fashion Company, LLC to design, manufacture, and market prescription and non-prescription sunglasses, as well as prescription eyeglass frames for both the retail and optical markets under the JLO by Jennifer Lopez brand. The renewal is in effect until 2011 with the possibility of an extension for a further two-year period, and includes distribution rights worldwide. Safilo Group has been a licensee of the JLO by Jennifer Lopez brand since 2005. The collection is currently sold in the U.S., Canada and China.

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, 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.

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

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