



PRESS RELEASE

SAFILO S.P.A. extends its Max Mara Licence Agreement to 2013 Launch of the new Max&Co. eyewear collection planned for 2007

Padua, 12th April 2006 – Safilo Group (MTA: SFL), worldwide leader in the luxury and high end eyewear sector, and Max Mara Group, the international clothing and accessories brand, today announced the extension to 2013 of the current licensing agreement for the design, production and worldwide distribution of Max Mara branded prescription glasses and sunglasses. Furthermore, the two companies have reached an important agreement that foresees the development and distribution of glasses under the Max&Co. brand. The launch of the new Max&Co. collection, which will be primarily dedicated to a market with a young and fashionable target, is planned for 2007.

Luigi Maramotti, Vice Chairman of the Max Mara Group, stated: "Max Mara is very satisfied to be able to announce the continuation and strengthening of its already profitable relationship with Safilo. The confirmation of the main principals of this agreement, which are strength in creative research and product quality, as well as attention to selective distribution, ensure that we will be able to achieve ambitious goals. We have already begun working together with enthusiasm in order to maximise the exciting opportunities that the two brands Max Mara and Max&Co., new to the sector, can offer the eyewear market".

Vittorio Tabacchi, Chairman of Safilo Group, stated: "We are very satisfied to continue a partnership which has been a success for both companies for ten years. With the renewal of this licence until 2013 we can continue working together on the development of an important brand such as Max Mara whose target consumer and type of product fits in perfectly with our brand portfolio. Furthermore, the new agreement signed for Max&Co. offers us the opportunity to launch a brand of sure success, therefore allowing our companies to strengthen their presence in the profitable segment linked to youth and fashion".

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Max Mara, founded in 1951 in Reggio Emilia, is one of the main international luxury brands. Max Mara Group designs and produces clothing and accessories which it distributes in about 2,000 prestigious shops present in more than 90 countries.

The Safilo Group is leader in premium eyewear and in a leadership position in the sector of prescription, sunglasses, fashion and sports eyewear.

Present on the international market through exclusive distributors and 28 subsidiaries in the principal countries (in U.S.A., Europe and Far East), Safilo distributes its own brand collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, Alexander McQueen, Bottega Veneta, Boucheron, Christian Dior, Diesel, 55DSL, Emporio Armani, Giorgio Armani, Gucci, Imatra, Marc Jacobs, Max Mara, Oliver, Pierre Cardin, Ralph Lauren, Stella McCartney, Valentino, Yves Saint Laurent. In addition the following are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne and J.Lo by Jennifer Lopez.

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