



MAURIZIO ROMAN APPOINTED NEW GLOBAL SUPPLY CHAIN, LOGISTICS AND PRODUCTION OPERATIONS OFFICER OF SAFILO

Padua, January 17th 2011 – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Maurizio Roman in the role of Global Supply Chain, Logistics and Production Operations Officer, effective March 1st, 2011, reporting directly to Roberto Vedovotto, Chief Executive Officer of Safilo Group.

Born in Belvedere di Tezze (Vicenza) in 1953, Maurizio Roman joins Safilo from Piaggio Group where he had taken on the new role of Product Development and Strategies General Manager.

Previously, he has been Managing Director of Technogym, CEO of Ferretti Yachts, General Manager at Fabbrica d'Armi Pietro Beretta and General Manager of Operations at Benetton Sport System.

Maurizio Roman started his career at Aprilia, initially as Technical Director and subsequently as General Manager.

Roberto Vedovotto, Chief Executive Officer of Safilo, stated: *"I am extremely proud to announce the appointment of Maurizio Roman as the head of Safilo's Global Supply Chain, Logistics and Production Operations, one of the most strategic and critical business areas for our Group's future development. Maurizio's long and outstanding career, deep knowledge and understanding of the industrial environment, strong experience in product development, R&D and quality represent an unparalleled and value added background with which to support the Group's strategic goal to become a state of the art worldwide organization.*

Having recently completed the divestment of the non strategic retail activities in Mexico, we are now truly back to our core business: design, manufacturing and distribution of eyewear products.

In this context Maurizio Roman's addition to the team will create additional value and I sincerely welcome Maurizio on board our new journey."

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, Boss Orange, 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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