



TOMMY HILFIGER GROUP AND SAFILO GROUP SIGN A MULTI-YEAR GLOBAL EYEWEAR LICENSING AGREEMENT

The two companies have signed a global license agreement valid until 2015 for the design, development, production and distribution of the Tommy Hilfiger optical and sunglass collections

New York/Padua, 10th December 2009 - Safilo Group, world leader in the premium eyewear sector, announces a global licensing agreement with the Tommy Hilfiger Group through 2015 with an optional five-year extension. This agreement is for the exclusive design, development, production and distribution of Tommy Hilfiger ophthalmic and sunglass products, available Fall 2010. The optical line will be available in optical stores; the sunglass collection will be available in global Tommy Hilfiger retail stores, optical stores as well as department and specialty stores.

“We are very pleased to begin this new and exciting partnership with one of the world’s leading premium lifestyle brands,” said Roberto Vedovotto, CEO of Safilo Group. “Tommy Hilfiger’s global appeal as a prestigious yet accessible brand will perfectly enhance our brand portfolio. This newly signed agreement gives Safilo a wonderful opportunity to develop an eyewear collection for one of the most recognized American brands in the world.”

“We are excited to partner with Safilo, a leader in luxury eyewear, as we further develop our global eyewear business,” said Fred Gehring, CEO of the Tommy Hilfiger Group. “Safilo’s extensive brand portfolio, global presence and distribution network, combined with their high quality and style, complement the brand’s aspirational and affordable product positioning. We are looking forward to a mutually successful relationship with Safilo.”

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About The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes Tommy Hilfiger and Hilfiger Denim, The Tommy Hilfiger Group of Companies is one of the world’s most recognized designer apparel groups. The Group’s focus is designing and marketing high-quality menswear, womenswear, children’s apparel and denim collections. Through select licensees, the Group offers complementary lifestyle products such as accessories, fragrances and home furnishings. Tommy Hilfiger Group merchandise is available to consumers worldwide through an extensive network of dedicated retail stores, leading specialty and department stores and other carefully controlled distribution channels.

For additional information about the Tommy Hilfiger Group of Companies, please visit www.tommy.com.

About The 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 in the international market through exclusive distributors and 39 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.

For more information on the Safilo Group, please visit www.safilo.com.

Press Release

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

For further information:

Safilo Group Press Office

Headquarters:

Nicoletta Chinello

Ph. +39 049 6985379 – chinellon@safilo.com

Safilo Group Investor Relations:

Barbara Ferrante

Ph. +39 049 6985766

www.safilo.com/en/investors.html

Community consulenza nella comunicazione ph. +39 0422.416.111 - 02.89.40.42.31

Auro Palomba – Mob. +39 335.71.78.637 - auro.palomba@communitygroup.it

Giuliano Pasini – Mob. +39 335.60.85.019 - giuliano.pasini@communitygroup.it

Angelo Brunello – Mob. +39 329 2117752 - angelo.brunello@communitygroup.it

Tommy Hilfiger

Marybeth Schmitt

Tommy Hilfiger USA Inc.

SVP of Communications

Tel: +1 212 548 1952

mschmitt@tommy.com

Abdel El Hamri

Director of European Communications

Tommy Hilfiger Europe B.V.

Tel: +31 (0) 20 589 5701

abdel.elhamri@tommy.com