

PRESS RELEASE

SAFILO CONTINUES ITS COMMITMENT TO SUPPORT THE SPECIAL OLYMPICS

Padua, June 2010 - Safilo Group, leader in premium eyewear sector, continues its commitment to support Special Olympics, the international sports training and competition programme for people with intellectual disabilities that operates in 170 different countries. Founded in 1968 by Eunice Kennedy Shriver, Special Olympics now involves over **3,400,000 athletes (over 3.4 million) with intellectual disabilities** in training and sports competitions worldwide.

Safilo's involvement with Special Olympics **started in 2003** as global supplier of the Special Olympics-Lions Clubs International Opening Eyes® vision care program. Opening Eyes, part of Special Olympics' award-winning Healthy Athletes® public health initiative, is the largest program in the world dedicated to providing vision care for people with intellectual disabilities. A large number of athletes have the chance to benefit from the vision screenings, and above all, to receive prescription eye glasses to correct their sight problems and sunglasses to protect their eyes. The Opening Eyes program also provides sports protective eyewear for athletes that train and compete in contact sports.

The care and prevention program called, "**Opening Eyes**", was founded by the American Optometric Association's Sports Vision Section and formally incorporated into the Special Olympics Healthy Athletes program in 1997. A generous grant from the Lions Clubs International Foundation, the largest service club in the world, formalized a global partnership and enabled the Opening Eyes program to expand internationally.

Safilo renewed its support for Special Olympics last year by donating a total of **14,537 spectacles** and **9,855 pairs of sunglasses**. In addition, Safilo personnel often take an active part in the implementation of the events as volunteers, donating their time and expertise for the benefit of Special Olympics athletes and those with intellectual disabilities.

From the United States to France, from Spain to China, from South Africa to Australia, Special Olympics continually involves a number of athletes in sports events aimed at uniting a passion for sport with individual dignity and success.

Through the support to Special Olympics, Safilo demonstrates its sensitivity towards important charity initiatives and corporate responsibility, supporting this project aimed at improving the integration and welfare of those involved.

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 more than 30 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, 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 and, starting from Fall 2010, Tommy Hilfiger.

About Special Olympics

Special Olympics is an international organization that changes lives by promoting understanding, acceptance and inclusion between people with and without intellectual disabilities. Through year-round sports training and athletic competition and other related programming for more than 2.25 million children and adults with intellectual disabilities in more than 150 countries, Special Olympics has created a model community that celebrates people's diverse gifts. Founded in 1968 by Eunice Kennedy Shriver, Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship. There is no cost to participate in Special Olympics. Visit Special Olympics at www.specialolympics.org.

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