



**THE BOARD OF DIRECTORS OF SAFILO GROUP S.P.A.  
PROPOSES TO THE SHAREHOLDERS' MEETING THE APPOINTMENT  
OF ROBERT POLET AS NEW CHAIRMAN OF THE GROUP**

**Padua, August 2, 2011** – The Board of Directors of SAFILO GROUP S.p.A., which met today to approve the results of the second quarter and first half of 2011, also decided to propose to the Shareholders' Meeting, to be called on October 5, 2011, the enlargement of the Board of Directors from the current 7 to 8 members.

The Board of Directors, in agreement with Multibrands Italy B.V., Safilo's reference shareholder, will then propose to the Shareholders' Meeting the nominee of Mr. Robert Polet as new Chairman of the Group. Mr. Melchert Frans Groot – current Chairman of the Group – will hand over his position and remain as non executive member of the Board of Directors.

Born in Kuala Lumpur (Malaysia) in 1955, Mr. Polet has been, from 2004 to 2011, President, Chief Executive Officer and Chairman of the Management Board of the Gucci Group contributing to the successful consolidation and growth of the Group and its brands. He previously spent 26 years in the Unilever Group where he was President of Unilever's Worldwide Ice Cream and Frozen Foods division, a \$ 7.8 billion business consisting of over 40 operating companies.

Prior to that position, Mr. Polet worked in a variety of executive roles within Unilever, including Chairman of Unilever Malaysia, Chairman of Van den Bergh's and Executive Vice President of Unilever's European Home and Personal Care division. Mr. Polet is also a non executive Director of Reed Elsevier and serves on the Board of Wilderness Safaris in Botswana and South Africa.

Given his international background, considerable understanding of the luxury industry built in one of the world's leading players coupled with his global experience and deep knowledge of consumer brands, Mr. Polet nominee as Chairman is coherent with Safilo's strategy to enrich its Board of Directors with professionals of undisputed experience and leadership in order to continue the successful journey started last year.

The notice of the call of the Ordinary Shareholders' Meeting will be published (in accordance with the law) on August 4, 2011 in the daily national newspaper "La Repubblica" and made available on the Company website ([www.safilo.com](http://www.safilo.com)), together with the Directors' Report to the Shareholders on the items on the agenda.

## Press Release

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 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, 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](http://www.safilo.com).

*For further information:*

***Safilo Group Investor Relations***

*Barbara Ferrante*

*ph. +39 049 6985766*

[www.safilo.com/en/investors.html](http://www.safilo.com/en/investors.html)

***Safilo Group press office***

*Nicoletta Chinello*

*ph. +39 049 6985379*

***Community consulenza nella comunicazione ph. +39 0422.416.111 - 02.89.40.42.31***

*Auro Palomba – Mob. +39 335.71.78.637*

*Giuliano Pasini – Mob. +39 335.60.85.019*