



SAFILO RENEWS THE LICENSING AGREEMENT FOR LIZ CLAIBORNE AND CLAIBORNE

Padua, January 9, 2013 – Safilo Group, worldwide leader in the premium eyewear sector, announces its renewed licensing agreement with J.C. Penney Purchasing Corporation Inc., for the design, manufacturing and distribution of the Liz Claiborne® and Claiborne® optical frames and sunglass collections in the American market through December 31, 2017.

The multi-year agreement, which includes an additional five-year renewal option, strengthens a relationship with the Liz Claiborne brand originally forged in 2003 and gives further engine to the development and distribution of one of the most representative brands of American style.

The Safilo Group

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Yves Saint Laurent. For further information www.safilo.com

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html

Safilo Group Press office

Milan – tel. +39 02 77807607

Padua – tel. +39 049 6985322