



Press release

**Marcolin Group and Kenneth Cole Productions
extend licensing agreements through 2011**

Longarone, Italy, May 8th 2006. Kenneth Cole Productions, Inc. (NYSE:KCP), the New York-based designer, and the Marcolin Group, a leader in the eyewear industry, announced today that they had extended their licensing agreements for production and distribution of sunglasses under the *Kenneth Cole New York*, *Kenneth Cole Reaction* and *Unlisted* brands and of prescription eyewear under the *Kenneth Cole New York* and *Kenneth Cole Reaction* brands through 2011.

The estimated turnover for 2008 – 2011 is approximately 148 million US dollars.

Maurizio Marcolin, the Group's Style & Licensing CEO, stated: "We are extremely pleased to extend the agreements, strengthening our long term relationship with Kenneth Cole Productions. We are proud of our commitment in developing and distributing Kenneth Cole sunglasses and optical frames and we are looking forward to growing these businesses worldwide."

In August 2003, the companies signed a licensing agreement for the production and distribution of sunglasses under the brands *Kenneth Cole New York*, *Kenneth Cole Reaction* and *Unlisted* through department stores, specialty stores, and *Kenneth Cole New York* retail stores in the United States. In October 2004, a new licensing agreement was signed for the production and distribution in the U.S optical channel of prescription eyewear and sunglasses under the *Kenneth Cole New York* and *Kenneth Cole Reaction* brands. At the end of 2005, the parties extended the arrangements worldwide.

About Kenneth Cole Productions, Inc.

Kenneth Cole Productions, Inc. designs, sources, and markets a broad range of footwear, handbags, and accessories under the brand names "Kenneth Cole New York," "Kenneth Cole Reaction," "Unlisted, a Kenneth Cole Production," and "Tribeca, a Kenneth Cole Production," as well as footwear under the licensed trademark "Bongo." The Company has also granted a wide variety of third party licenses for the production of men's, women's and children's apparel as well as fragrances, timepieces, eyewear, and several other accessory categories. The Company's products are distributed through department stores, better specialty stores, and company-owned retail stores as well as direct-to- consumer catalogs and e-commerce. Further information can be found at <http://www.kennethcole.com>.

About Marcolin Group

Marcolin, listed on the Milan Stock Exchange, is one of the leading eyewear companies, and stands out, in the luxury sector, for the premium quality of its products, its attention to detail, and focused distribution. In 2005 the company produced and distributed over 6.3 million prescription frames and sunglasses in over 400 models.

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