

## PRESS RELEASE

**Marcolin and Swarovski signed an exclusive licensing agreement  
for Swarovski Eyewear**

Longarone, Italy, July 21 2009 – Swarovski – the world's leading brand in precision-cut crystals, genuine gemstones and created stones, well known for its own fashion jewellery, accessories and home décor collections – and the Marcolin Group – one of the global leaders in the eyewear industry – today announced their licensing agreement for the production and worldwide distribution of sunglasses and prescription frames under the brand “Swarovski”.

The five-year licensing agreement, renewable for another five years, is consistent with Marcolin's Fashion & Luxury division portfolio.

Swarovski Eyewear will be positioned in the high-end segment, offering a unique and innovative new range of sophisticated styles. The collection will be developed with the utmost attention to detail and refined design, epitomising the excellence of the finest crystals in the world.

The launch of the first sunglasses collection is planned for Spring/Summer 2011 and shortly after will be enriched by a range of prescription frames.

The distribution will be selective and focused on high-end specialist opticians, department stores and sunglasses stores worldwide, as well as selected Swarovski boutiques.

Maurizio Marcolin, Style & Licensing Officer of the Marcolin Group, stated: *“Swarovski stands for the highest quality cut crystal all over the world and today is of incredible inspiration for designers in fashion, jewellery, accessories and even interior design. Swarovski Eyewear will be a unique expression of innovation in a contemporary luxury product.”*

Markus Langes-Swarovski, Member of the Swarovski Executive Board, stated: *“This agreement honours the philosophy of our founder, Daniel Swarovski I, a man who set our company on the path of constantly mastering new market opportunities. In Marcolin we have a partner with exactly the right design competence and commitment to paying homage to products that express the poetry of precision.”*

Contacts:

#### **About Marcolin**

Marcolin, listed on the Milan Stock Exchange, is a leading eyewear company which stands out in the luxury segment for the high quality of its products, attention to detail and prestige distribution. In 2008, the company produced and distributed approximately 5.5 million pairs of glasses in more than 600 different models. The portfolio of licensed brands includes: Cover Girl Eyewear, DSquared2 Eyewear, Ferrari, Hogan Eyewear, John Galiano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc Eyewear, Replay Eyes, Roberto Cavalli Eyewear, Timberland, Tod's Eyewear and Tom Ford Eyewear. Marcolin and Web Eyewear feature among the Group's own brands.

#### **About Swarovski**

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewellery and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 26.000 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ - *Swarovski Elements* for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalising and renaming the product brand ENLIGHTENED™ - *Swarovski Elements*. Showing the creativity that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewellery and home décor are sold through more than 1,600 retail outlets in all major fashion capitals. The exclusive Daniel Swarovski accessories collection has meanwhile become the company's couture signature. The Swarovski Crystal Society has close to 350,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski corporation also includes Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.

Contacts: