

Press Release

**Marcolin and Diesel reached an agreement
for future eyewear licensing contract**

Longarone, Italy, July 26th 2010. Marcolin Group and Diesel Group announce that today they have reached an agreement for a future 5-years licensing contract for production and world-wide distribution of Diesel sunglasses and ophthalmic frames.

The Parties committed themselves to continue the existing negotiations in order to fix all the details of the agreement, that is expected to be finalized within October 31st 2010.

Maurizio Marcolin, Style&Licensing Officer of the Marcolin Group, stated: *"We are excited to have the opportunity to grab new challenges and have the chance to make use of our design's expertise with Diesel, a brand leader in a segment where dynamism, innovation and discontinuity are key successful elements."*

Renzo Rosso, President of Diesel Group, stated: *"I'm extremely pleased of this new cooperation. I have already been working with Marcolin for DSquared2, and I am personally impressed of their capability to understand the universe of a brand and turn it into top quality, high design content products. This, together with the strong managerial ability of its Board, makes it a unique Company in the eyewear scenario. Diesel is one of the few true lifestyle brands in the world and with our passion, energy and innovation capability we can build together a successful positioning, providing the brand the value and role it deserves."*

This press release is available online at www.marcolin.com (in the section in English)

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. The portfolio of licensed brands includes: Cover Girl Eyewear, DSquared2 Eyewear, Ferrari, Hogan Eyewear, John Galliano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc Eyewear, Replay Eyes, Roberto Cavalli Eyewear, Swarovski Eyewear, Timberland, Tod's Eyewear, Tom Ford Eyewear. Marcolin and Web Eyewear feature among the Group's own brands.

Diesel is a truly worldwide organisation. From its Headquarters in Breganze, it directly manages around 20 subsidiaries across Europe, Asia and the Americas. It is now present in more than 80 countries with 5,000 points of sale and more than 500 Diesel mono-brand stores. Diesel is part of the holding Only the Brave, which also incorporates 55DSL, Staff International, Maison Martin Margiela and Viktor & Rolf. In 2008, the holding's revenues amounted to more than 1.300 billion euro

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