



**VINCENZO GIANNELLI APPOINTED
NEW CHIEF FINANCIAL OFFICER OF SAFILO**

Padova, 14th June 2010 – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Vincenzo Giannelli in the role of Chief Financial Officer, effective September 1, 2010. Vincenzo Giannelli will report directly to Roberto Vedovotto, Chief Executive Officer of Safilo Group.

Born in Ferrara in 1964, Vincenzo Giannelli spent the last ten years at FIAT, where he acquired significant experiences in the areas of finance, planning and controlling, risk management, governance and compliance in various roles, most recently as Chief Financial Officer of FIAT Auto.

Vincenzo Giannelli joined FIAT in 2001 as Executive VP Finance to then become Chief Information Officer of FIAT Auto in 2005 and, two years later, Senior VP and Chief Financial Officer of FIAT Powertrain.

Prior to his experience in FIAT, Vincenzo Giannelli started his career at Italtel to become Chief Financial Officer of Italtel Spain in 1997. At Italtel, he was also responsible to oversee the international development of the joint venture Italtel-Siemens. He was Group Controller and subsequently Chief Financial Officer of Manuli Rubber prior to joining FIAT.

“I am very pleased to welcome Vincenzo to the Safilo team. He is a highly talented, committed and motivated professional with a deep understanding of the industrial manufacturing business. Throughout his outstanding career progression, Vincenzo has demonstrated unparalleled leadership and financial skills gained in several prestigious managerial roles. I am convinced that he is the right person to further strengthen an area which was never fully covered before and that it is strategic for the long term development of Safilo in accordance with the new direction undertaken by the company” stated Roberto Vedovotto, Chief Executive Officer of Safilo.

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 32 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, Diesel, 55DSL, 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, Valentino, Yves Saint Laurent and, starting from Fall 2010, Tommy Hilfiger.

This press release is also available on the website www.safilo.com.

For further information:

Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html

Safilo 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