

Press release



**SAFILO BUYS BACK  
SAFILO CAPITAL INTERNATIONAL SENIOR NOTES 2013**

**Padua, September 14, 2010** – Safilo Group communicates that, during the month of August, its subsidiary Safilo S.p.A. bought back around Euro 5.8 million face value of Safilo Capital International Senior Notes 9<sup>5/8</sup>% 5/2013, corresponding to approximately 3% of the total notes outstanding, at a price of 98.875, for a total amount of around Euro 5.7 million.

The transaction aims at reducing the Group net interest expense.

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, Tommy Hilfiger, Valentino, Yves Saint Laurent.

This press release is also available on the website [www.safilo.com](http://www.safilo.com).

*For further information:*

**Investor Relations**

*Barbara Ferrante*

*ph. +39 049 6985766*

*[www.safilo.com/en/investors.html](http://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*