
PRESS RELEASE

Diesel and Marcolin strengthen their partnership: the deal is signed for the 55DSL line

Longarone (Belluno), 31 May 2012

The Marcolin Group and the Diesel Group today signed an addendum to the licence contract (already signed by Diesel on 28th October 2010) for the world exclusive rights for the production and distribution of brand 55DSL sunglasses and eyeglasses frames.

The line is the most recent conception in the Diesel product portfolio, and is targeted at an international and urban public, who adore graphics, music and digital world. 55DSL glasses are inspired by these concepts, creating punchy styles which will innovate the sector which is often alternative and flippant. At the heart of 55DSL is the creative management of Andrea Rosso, inspiring its lively and provocative identity and its new, young attitude.

The launch of the first collection is forecasted for early 2013. Distribution will be to major opticians and department stores across the globe, in addition to Diesel stores.

Maurizio Marcolin, Style & Licensing Officer from the Marcolin Group, stated: *"This agreement is nothing more than a seal on the relationship established with Diesel top boss, Renzo Rosso. I love the anti-conformist approach towards creativity used for 55DSL regards pop, street trends and graphics. The fresh talent and free thinkers who work with us to develop the collections will surely bring some personal input and together we will shake up the market"*.

Daniela Riccardi, CEO for the Diesel Group: *"This new agreement will serve to strengthen the close working relationship which already exists between Diesel and Marcolin. Our goal, absolutely in agreement with top management at our partner in Belluno, is to bring a dash of 55DSL youth, innovation and alternativeness to eyewear, manufacturing with the high quality standards and attention to detail typical of Marcolin. 55DSL5 is already certain of great international distribution and targeted viral and digital marketing activity"*.

This press release is available on the internet site www.marcolin.com

ABOUT MARCOLIN S.P.A.

Listed on the Milan Stock Exchange, Marcolin is a leading eyewear company that stands out in the luxury market for its premium quality, attention to detail and first-rate distribution. In 2011 the company distributed an estimated 6 million pairs of eyeglasses and sunglasses in more than 800 models. Its licensed brand portfolio includes: Balenciaga, Cover Girl Eyewear, Diesel Shades, DSquared2 Eyewear, 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, Timberland, Tod's Eyewear, Tom Ford Eyewear. The Group's own brands include Marcolin and Web Eyewear.

ABOUT DIESEL

Diesel is an international company with headquarters in the province of Vicenza. With 19 branches directly under its control in the world, and present in over 80 countries with 5000 sales outlets, which include over 400 brand-dedicated stores, Diesel is part of the OTB Group, the holding company which includes Maison Martin Margiela and Viktor&Rolf, and the Staff International Group (licensee, manufacturer and distributor of brands such as Dsquared2, Just Cavalli, Vivienne Westwood Red Label and Man, and Marc Jacobs Men, in addition of course to Maison Martin Margiela and Viktor&Rolf). 55DSL is Diesel's younger and more experimental line, strongly street-oriented. Under the creative management of Andrea Rosso, son of founder Renzo Rosso, 55DSL has always worked together in interesting ways with artists (and companies) of all kinds, all over the world.

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