

Press Release

Mido 2009: Marcolin presents a new corporate image

Milan, March 2009. Marcolin is attending the next Mido exhibition with a totally new look. The Group has chosen the main trade show in the eyewear sector, from March 6- 9 in Milan, to unveil the new corporate image as well as introduce a entirely new display concept.

The new image embodies a Group that is able to interact with the most prestigious fashion and luxury brands, standing out for its capability to create sophisticated and refined products.

The new logo maintains the required continuity with the Company's background and introduces a new contemporary form that still expresses the solidity of a high quality industrial company.

The Marcolin exhibition space for the 2009 Mido exhibition has been developed to communicate a strong, impactful corporate image: a uniquely expressive and expository language, a minimal style of design expressing modern luxury and placing eyewear as the unopposed focal point.

The architectural project embodies the rapport between Marcolin's values and those of each single brand included in the Group's portfolio. The heart of the project is the *Gallery*, a privileged access point into the Marcolin world and an authentic expressive journey in eyewear.

Massimo Saracchi, Chief Executive Officer of the Group noted that "*Marcolin has a very solid identity in the competitive market, defined by specific values: design, luxury and quality. The new company image expresses our desire to communicate clearly and effectively the positioning and mission of the Group.*"

Marcolin, listed in the Milan Stock Exchange, is one of the leading eyewear companies and is distinguished in the luxury sector for its high product quality, attention to detail and widespread distribution. In 2007, the company produced approximately 5.5 million pairs of glasses in over 600 models. The company's licensed brands include: 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, Timberland, Tod's Eyewear, Tom Ford Eyewear. Among the company's own brands are: C  b  , Marcolin and Web Eyewear.