
Press Release

The Marcolin Group signed an exclusive licensing agreement for Dsquared2 Eyewear

Milan, March 20th 2008 – Dean and Dan Caten, designers of the brand Dsquared2, the Marcolin Group, one of the global leaders in the eyewear industry and Staff International Spa, licensee of the brand Dsquared2, announced today the licensing agreement for the production and worldwide distribution of sunglasses and prescription frames under the Dsquared2 brand.

The 5-year licensing agreement, renewable for another 5 years, is consistent with Marcolin's Fashion & Luxury division portfolio. Once established, it is projected to generate a turnover of approximately 20 million euros.

This agreement marks Dsquared2's debut in the eyewear market. The launch of the first sunglass collection is planned for the first half of 2009 and will be followed by prescription frames soon after. The distribution will be selective and focused in the most prestigious accounts and Department Stores worldwide, as well as Dsquared2 retail stores.

Dsquared2 Eyewear will be positioned in the high-end segment of the market offering styles for both men and women. The product will be developed with the utmost attention to detail and research of innovative materials, which are elements that have always distinguished Dsquared2 within the International fashion scene.

Maurizio Marcolin, Style & Licensing Officer of the Marcolin Group, stated: *"I'm very satisfied for Marcolin Group's opportunity to launch a brand such as Dsquared2 in the eyewear industry. Dean and Dan Caten's great potential and stylistic talent, combined with the high market appreciation for this brand, will ensure an extreme success over the years, thanks to the synergy of Marcolin's high quality standards and Dsquared2's unique creativity."*

Dean and Dan Caten: *"We are pleased to work with Marcolin because we believe that, from a creative perspective, they are the most innovative Group on the market, able to distinctly diversify the brands of their portfolio and devote all the efforts necessary to support a project as important as this. We are extremely happy that Marcolin decided to invest in our brand for its notoriety and also for its tremendous potential".*

Renzo Rosso, President of "Only the Brave" Group, who encompasses also Staff International, stated: *"With this new license agreement Staff International confirms its mission as a group open to transverse co-operations that aren't strictly pertaining to prêt-à-porter and as a vigilant company able to promote and maximize the full potential of the brands which Staff International represents. I'm confident that this alliance between Staff International, Marcolin and Dsquared2 will reach from the very beginning excellent results, both in terms of turnover and image, thanks to Dean and Dan's unconventional and innovative style."*

Company profiles

Dsquared2 made the first step in the international fashion hall of fame in 1994 giving birth to the first Men's collection. In 2003, Dsquared2 debuts with their long-awaited female collection on the runways of Milan. Since the beginning, Dsquared2 stands by their originality: an intelligent mix of the American dream and refined Italian tailoring, together with attention to details and to an ironic and provocative image, are the foundation of the Dsquared2 philosophy. The strong growth and the high-potential of the brand rapidly brought to a heterogeneous product diversification: besides a master licence signed with Staff International in 2002 for the production and distribution of the label's collection worldwide, Dsquared2 counts an agreement with Galizio Torres Srl for the production and distribution of the men's footwear line and one with Dsquared2 Srl for the women's collection. More recent is the licensing agreement with ICR for the production and international distribution of fragrances and cosmetics. In June 2007, the first Dsquared flagship was opened, a store in the heart of Milan's fashion district, # 4 via Verri. Additional retail expansion is slated with openings following soon in Capri, Istanbul, Kiev and Moscow.

Listed on the Milan Stock Exchange, Marcolin is a leader in eyewear and stands out within the luxury market for its high quality products, attention to detail, and prestigious distribution. In 2007 it produced and distributed an estimate of 5.5 million eyeglass frames and sunglasses in more than 600 styles. Its licensed brand portfolio includes: Tom Ford Eyewear, Roberto Cavalli Eyewear, Montblanc Eyewear, Ferrari, Web Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Replay Eyes, Timberland, Cover Girl Eyewear. The Group's own brands include Marcolin and C  b  .

Staff International, part of the Only the Brave Group since 2000, is a leading player in the pret-  -porter scenario thanks to its distinctive know-how and an excellent sartorial competence, establishes itself on the fashion scene by producing and distributing the most emblematic designer brands of the "Made in Italy". The range of brands produced and distributed by Staff International includes, via licence agreements are Dsquared2, Maison Martin Margiela, Diesel Denim Gallery and Vivienne Westwood. The acquisition of the brand Sophia Kokosalaki was signed in 2007.

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