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## PRESS RELEASE

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### MARCOLIN GROUP SIGNS OPTICAL LICENSE WITH KENNETH COLE PRODUCTIONS

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Marcolin Group, a leader in the eyewear industry, has signed a license agreement with Kenneth Cole Productions, Inc., the New York-based designer, for the production and distribution in the U.S. of prescription eyewear under the *Kenneth Cole New York* and *Reaction Kenneth Cole* brands. The agreement commences on January 1, 2005 and builds on the parties' already successful license agreement for Kenneth Cole sunglasses for the US retail markets.

Kenneth Cole and Marcolin look forward to working together to build on the excellent work done by ClearVision Optical, Kenneth Cole's long time licensing partner. "We have been very pleased with ClearVision's efforts to make Kenneth Cole eyewear the great success it is today, and we thank them for their hard work and dedication over the past 11 years," commented Michael De Virgilio, Kenneth Cole's Corporate Vice President of Licensing. "We are excited to expand our already successful relationship with Marcolin, and we believe that, with their understanding of our brand, customer and product, our eyewear lines will continue to grow stronger."

Maurizio Marcolin, Style and Licensing CEO of the Marcolin Group, declared, "After our tremendous execution in developing and distributing Kenneth Cole sunglasses throughout major American boutiques and department stores, we are now looking forward to extending our relationship with Kenneth Cole to offer premium eyewear to our faithful optician, ophthalmologist and optometrist partners in the United States. We are grateful to ClearVision for the support they are providing to us, to our optical partners, and to the consumers."

"We are proud of the great reputation that the Kenneth Cole brand has in our industry," stated David Friedfeld, President of ClearVision. "We will work closely with the Marcolin and Kenneth Cole teams to ensure a smooth transition that is in the best interest of our mutual customers."

Kenneth Cole Productions is a designer, marketer, wholesaler and retailer of high-quality branded footwear, apparel and accessories for the fashion-conscious professional. The Company's nationally recognized brands include: KENNETH COLE NEW YORK®, REACTION KENNETH COLE®, AND UNLISTED®. The company is known not only for men's and women's footwear, apparel, fragrance and accessories collections but also for its socially conscious advertising campaigns. The company's products are sold in department stores, better specialty stores and company-owned retail stores as well as through direct-to-consumer catalogs and e-commerce. They are also distributed in Europe, Asia, Latin America, the Middle East, Canada, Mexico and Australia. To find out more about Kenneth Cole Productions, Inc. (NYSE: KCP), visit the company's website at [www.kennethcole.com](http://www.kennethcole.com).

The Marcolin Group is one of the leading companies in the production and distribution of eyewear and sunglasses and is listed on the Milan Stock Exchange. It has over 1,100 employees in fourteen branch offices and four plants. In 2003, the company produced more than 6 million frames of approximately 400 models. Its brand portfolio includes: Dolce & Gabbana Eyewear, D&G Dolce & Gabbana Eyewear, Roberto Cavalli Eyewear, Costume National Eyewear, Montblanc Eyewear, Replay Eyes, Miss Sixty Glasses, Timberland, Mossimo Vision, Cover Girl Eyewear, Kenneth Cole Sunglasses, NBA Eyewear, The North Face Eyequipment. The Group also produces and sells a wide range of products under its own brands including Marcolin and C  b   (ski goggles and sports glasses).