



Press release:

The Marcolin Group takes a bet on Brazil's economic growth, and targets on Latin America.

On 23 February, Cirillo Marcolin, the Group's CEO, together with Salvatore Causa, Sales and Marketing Manager, inaugurated the Marcolin Group's new branch: **Marcolin Do Brasil**.

This branch, 100% under the control of the Marcolin Group, will be managed by Marcello Reverzani, the Group's former area manager. Situated in Jundiai, near San Paolo, opening this branch is the company's challenge to the Brazilian market.

"The Brazilian market shows enormous potential" - says Cirillo Marcolin - "not just because it has been growing in recent years in terms of capacity and population and is gradually acquiring greater stability at an economic level, but most of all because the consumption of fashion goods is strongly developing, with attention towards Italian brands and designer labels becoming more and more important".

Marcolin Do Brasil is the Marcolin Group's tenth branch: seven of the distribution companies are located in Europe (Germany, Switzerland, France, Benelux, UK, Portugal and Spain), one in Hong Kong - for the local market and for the Far East, Australian and New Zealand markets - and one in the US.

The parent company, Marcolin S.p.A., listed in the Italian Electronic Stock Exchange since July 1999, now touches down in Brazil with its own branch, and growth expectations in the medium to long term are for an annual distribution of around 100,000 items within the next 3 to 4 years.

The Brazilian branch will also be working as the general agent for Marcolin S.p.A. for all the other sales to South American distributors.

Marcolin is one of the main companies in the world in the production and marketing of spectacle frames and sunglasses. It produces and markets leading designer products under licence, as well as its house brands Marcolin and Ti22. Since July 1999, the French Group, Céb , has formed part of the Marcolin Group - this is a company which produces and markets world-wide, under its own brand, glasses, ski masks and accessories aimed at the world of sport. Also entering the Group on 23 February last year was the American company Creative Optics Inc., a leader in the distribution of spectacle fram

es to the channels of both independent opticians and to the chains. The brands of this company, distributed under exclusive licence, are: Essence, Unionbay, Bob Mackie, NBA, FAO Schwarz, as well as its own house brands, all of which are highly esteemed by the American chains of opticians.

In this latest stage of expansion towards Latin America, in terms of distribution Marcolin will be targeting on the brands *Dolce & Gabbana Occhiali*, *D&G Dolce & Gabbana Occhiali*, *Chlo  Lunettes* and *Replay Eyes*. But the Group's intention is to shortly follow this by introducing into the South American market the other lines in its portfolio such as *Roberto Cavalli Eyewear*, *Fornarina Vision up!* and *Miss Sixty*.

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