

Milan, November 1, 2013

PRESS RELEASE

MARCOLIN S.P.A. ANNOUNCES LAUNCH OF ITS OFFERING OF SENIOR SECURED NOTES DUE 2019

Marcolin S.p.A. (“**Marcolin**”) announced today that it has launched an offering of Senior Secured Notes due 2019 (the “**Notes**”) in an aggregate principal amount of €200,000,000. The net proceeds from the offering of the Notes (the “**Offering**”), if completed, are expected to be used to partially finance the acquisition of Viva Optique, Inc. (announced on October 24, 2013) and for the repayment and/or the refinancing of certain of the Marcolin group’s existing indebtedness and to pay transaction fees and expenses.

Cautionary Statements

There can be no assurance that the Offering will be completed or, if completed, as to the terms on which it will be completed.

This press release is for information purposes only and does not constitute any offer to sell or the solicitation of an offer to buy any security in the United States or in any other jurisdiction. The Notes have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “**Securities Act**”), or applicable state or foreign securities laws and may not be offered or sold in the United States absent registration under federal or applicable state securities laws or an applicable exemption from such registration requirements. The Notes will be offered in the United States to (a) “qualified institutional buyers” as defined in Rule 144A under the Securities Act and (b) outside the United States to non-U.S. persons (i) in an offshore transaction in accordance with Regulation S under the Securities Act and (ii) if resident in a Member State of the European Economic Area, who are also “qualified investors” within the meaning of Article 2(1)(e) of Directive 2003/71/EC and amendments thereto, including Directive 2010/73/EU (the “**Prospectus Directive**”, which refers to the definition of professional investors set forth in Directive 2004/39/EC, the Markets in Financial Instruments Directive or “**MiFID**”) and any relevant implementing measure in each Member State of the European Economic Area.

This press release does not constitute an offer to the public in Italy of financial products, as defined under article 1, paragraph 1, letter (t) of legislative decree no. 58 of 24 February 1998, as amended (the “**Financial Services Act**”). The Notes cannot be offered or sold in the Republic of Italy either on the primary or on the secondary market to any natural persons nor to entities other than qualified investors (*investitori qualificati*) as defined pursuant to Article 100 of the Italian Financial Act and Article 34-ter, paragraph 1, letter b) of Regulation No. 11971 of May 14, 1999, as amended (the “**Issuers Regulation**”) issued by the *Commissione Nazionale per le Società e la Borsa*, the Italian securities and financial markets regulator (“**CONSOB**”) or unless in circumstances which are exempt from the rules on public offers pursuant to Article 100 of the Italian Financial Act and the implementing CONSOB regulations, including the Issuers Regulation. This press release is for informational purposes only and does not constitute and shall not, in any circumstances, constitute a public offering or an invitation to the public in connection with any offer within the meaning of the Prospectus Directive. The Offering will be made pursuant to an exemption under the Prospectus Directive, as implemented in Member States of the European Economic Area, from the requirement to produce a prospectus for offers of securities.

Forward Looking Statements

This press release may include “forward-looking statements” within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts contained in this press release, including, without limitation, those regarding Marcolin’s intentions, beliefs or current expectations concerning, among other things: Marcolin’s future financial conditions and performance, results of operations and liquidity; Marcolin’s strategy, plans, objectives, prospects, growth, goals and targets; future developments in the markets in which Marcolin participates or is seeking to participate; and anticipated regulatory changes in the industry in which Marcolin operates. These forward-looking statements can be identified by the use of forward-looking terminology, including the terms “aim,” “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “forecast”, “guidance”, “intend”, “may”, “plan”, “project”, “should” or “will” or, in each case, their negative, or other variations or comparable terminology. By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. Readers are cautioned that forward-looking statements are not guarantees of future performance and that Marcolin’s actual financial condition, results of operations and cash flows, and the development of the industry in which Marcolin operates, may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this press release. In addition, even if Marcolin’s financial condition, results of operations and cash flows, and the development of the industry in which Marcolin operates, are consistent with the forward-looking statements contained in this press release, those results or developments may not be indicative of results or developments in subsequent periods.

FURTHER INFORMATION

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About Marcolin

Marcolin is a leading global designer, manufacturer and distributor of branded sunglasses and prescription frames. Marcolin’s broad portfolio of 21 licensed brands appeals to key demographics across five continents. Marcolin’s portfolio includes iconic labels such as Tom Ford, Balenciaga, Montblanc, Roberto Cavalli , Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland. The Group' s own brands include Marcolin, National and Web.