
FOR IMMEDIATE RELEASE

**CATHERINE DENEUVE AND MARCOLIN CONSOLIDATE
PARTNERSHIP BY RENEWING EYEWEAR LICENSING AGREEMENT**

Longarone (Belluno), Italy—2nd July 2014—Marcolin Group, leading company in the field of eyewear, and Mlle Catherine Deneuve announced today the renewal of their licensing agreement for the design, production and worldwide distribution of Catherine Deneuve Lunettes optical frames and sunglasses. Initially launched through a licensing partnership with Viva International in 1989, this new multiyear agreement has been expanded to include the Marcolin Group.

Giovanni Zoppas, CEO of Marcolin Group, affirmed: *"We are really pleased for the renewal of this license. Mlle Catherine Deneuve is a worldwide epitomous of timeless elegance, something our company is proud to represent with these products"*.

Mlle Catherine Deneuve said: *"I am very pleased with this collaboration, this is really a great marriage"*.

About Marcolin

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2013, the company sold about 5.5 million eyeglasses with more than 700 models. The portfolio of brands under license includes: Emilio Pucci, Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland. The Group's own brands include Marcolin, National and Web. In December 2013, Marcolin finalized the acquisition of Viva International significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S.

About Viva International Group

Viva International Group is the second-ranked U.S. company in the field of eyewear. Its portfolio consists of a full spectrum of brands including GUESS, GANT, Harley-Davidson[®], Marciano, Catherine Deneuve, SKECHERS, BONGO[®], CANDIE'S[®] and RAMPAGE[®], as well as value names Viva, Magic Clip[®], and Savvy.

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