

**FOR IMMEDIATE RELEASE****MARCOLIN ANNOUNCES THE EARLY RENEWAL OF ITS LICENSING AGREEMENT WITH KENNETH COLE PRODUCTIONS, INC.**

Longarone (Belluno), 15<sup>th</sup> December 2015 — Marcolin Group, a worldwide leading eyewear company, and Kenneth Cole Productions, Inc. are proud to announce the early renewal of an exclusive license agreement for the design, manufacture and worldwide distribution of Kenneth Cole New York and Kenneth Cole Reaction sun and optical eyewear. The partnership between the two companies, started over twelve years ago in 2003, will be extended until December 2021.

Fabrizio Gamberini, Chief Executive Officer of Marcolin USA, declared: *"We are very pleased of this renewal because Kenneth Cole covers a specific position in our brand portfolio. The brand is strong in the USA, representing a reference market for Marcolin with a consistent heritage in accessories. The Marcolin Group and Kenneth Cole Productions partnership is strengthened by both organizations' strong commitment to globalization"*.

Marc Schneider, Chief Executive Officer of Kenneth Cole Productions, said: *"We are pleased to be continuing our long standing partnership and further build upon the success of our business with Marcolin, a global leader in the eyewear category. Marcolin's strength in the international eyewear market further supports our strategic global marketing initiatives"*.

**About Marcolin Group**

Marcolin, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, the continuous innovation and the unique ability to faithfully combine design and Italian craftsmanship with the DNA of each brand.

The brand portfolio includes: Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland, Guess, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Bongo, Candie's, Rampage, Viva, Magic Clip, Savvy, Marcolin, National and Web. In 2014, the company sold about 14,3 million eyeglasses.  
[www.marcolin.com](http://www.marcolin.com)

**About Kenneth Cole Productions, Inc.**

Kenneth Cole is an American designer, social activist, and visionary who believes business and philanthropy are interdependent. His global company, Kenneth Cole Productions, creates modern, functional, clothing, shoes, and accessories for inspirational urban lifestyles under the brand names Kenneth Cole New York, Kenneth Cole Reaction and Unlisted, as well as footwear under the name Gentle Souls. The company has also granted a wide variety of third party licenses for the production of men's and women's apparel, fragrances, watches, jewelry, eyewear, and several other accessory categories, including children's footwear. The company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Over 30 years ago, Kenneth Cole leveraged his passion and unique brand platform to make a meaningful impact on people's wardrobes, as well as communities in need. He did what others didn't and said what others wouldn't. Today, The Kenneth Cole Foundation remains committed to helping communities in need by supporting Collective Health, Civil Liberties, and Artistic Activism.

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