

Press release



SAFILO GROUP AND POLAROID...THE BEST UNDER THE SUN

Padua, April 4, 2012 - After the successful acquisition of Polaroid Eyewear by Safilo Group, the two companies are now ready to achieve new goals in the eyewear market worldwide.

Safilo Group enriches its portfolio with an iconic brand, leader in optics and lens technology, manufacturing high quality polarizing lenses and distributing fashionable polarized sunglasses, optical frames, reading glasses, and clip-ons. Polaroid Eyewear was founded in 1937 by Edwin Land, scientist and entrepreneur, who invented the first synthetic light polarizer which is still the basis of all polarized eyewear, photo lenses, and screens manufactured today.

Over the years Polaroid has strengthened its reputation as a world leader in polarized lens technology and one of the world's best known and most trusted eyewear brands. With its unique history of innovation, the American brand has been offering a range of eyewear collections that stand for perfect vision, full protection, and wearable designs at a great price/performance ratio.

Today Polaroid is the key brand for those who want to wear a timeless style with high quality lenses, in a unique combination of technical performance and inspiring design. The success of the brand is marked by the release of the new "Best under the sun" Collection, launched this year to celebrate its 75th anniversary: a fabulous selection of stunning and iconic sunglasses, that recreate the most stylish models from the archives, with premium polarized lenses. A perfect look with a perfect vision!

The Polaroid expertise in technology, combined with the wide experience and international presence of Safilo, will enhance the prestige and strengthen the position of the two companies around the world through the union of a brand with a strong heritage and matchless quality, and a Group, worldwide leader in eyewear, deeply focused on design and brand building.

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo, Blue Bay – and the licensed brands Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, BottegaVeneta, BOSS Black, BOSS Orange, Céline, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Yves Saint Laurent. For further information www.safilo.com

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