

**PRESS RELEASE**

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**Dsquared<sup>2</sup> and Marcolin consolidate their partnership by renewing their licensing agreement**

Longarone (BL), 22 Febbraio 2012

The Marcolin group – global leader in the eyewear industry – with Dean and Dan Caten, designers of the Dsquared<sup>2</sup> brand, today announced in advance the renewal of their licensing agreement for the design, manufacture and worldwide distribution of Dsquared<sup>2</sup> sunglasses and prescription frames.

The agreement includes the multi-year renewal of their partnership, with the option to extend it for another five years, its terms and conditions are in line with the ones in the current agreement.

By renewal, the parties agree to increase investment in communications for the next five year period, in order to increase sales and ensure maximum product visibility.

Maurizio Marcolin, Style & Licensing Officer in the Marcolin group, made these comments: *"We are extremely pleased to continue this partnership aimed at further expanding the international development of the Dsquared<sup>2</sup> Eyewear brand. This renewal testifies to the solid professional collaboration that we have built up together over the years and is further proof of Marcolin as a benchmark partner for brands that expect excellence not only in the design but also in the quality of the product and at the distribution level. Dsquared<sup>2</sup> Eyewear is one more example that demonstrates the capacity of Marcolin to successfully develop the expanding brand extension to luxury eyewear"*

Dean and Dan Caten declared:

*"We are thrilled to renew our license agreement with Marcolin, a company that has demonstrated its ability to grow and excel in an increasingly competitive and rigorous market.*

*The anticipated renewal of the contract will bring both companies tranquillity and the serenity to continue to work and grow together.*

*What impressed us most about Marcolin, is their ability to differentiate all the brands they represent, with great respect of their personalities and identities, while creating products of the highest quality"*

**ABOUT MARCOLIN S.P.A.**

Listed on the Milan Stock Exchange, Marcolin is a leading eyewear company that stands out in the luxury market for its premium quality, attention to detail and first-rate distribution. In 2011 the company distributed an estimated 6 million pairs of eyeglasses and sunglasses in more than 800 models. Its licensed brand portfolio includes: Cover Girl Eyewear, Diesel Shades, DSquared<sup>2</sup> Eyewear, Hogan Eyewear, John Galliano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc Eyewear, Replay Eyes, Roberto Cavalli Eyewear, Swarovski, Timberland, Tod's Eyewear, Tom Ford Eyewear. The Group's own brands include Marcolin and Web Eyewear.

## DSQUARED<sup>2</sup>

An intelligent mix of "American Dream," irreverent Canadian spirit, and refined tailoring are the foundation of the brand's philosophy that have given life to an alternative and innovative concept of luxury.

Dean and Dan Caten represent a true international phenomenon. In 1995, the Canadian twins launched their first prêt-à-porter collection and were immediately catapulted in the world of fashion stardom. From the very beginning, Dsquared<sup>2</sup> has had an enormous success and has received the support of international celebrities such as Madonna, Beyonce, Christina Aguilera, Jennifer Lopez, Rihanna, Britney Spears, Justin Timberlake, Usher, and Tokio Hotel.

The brand also proudly collaborates with the world of sports, recently designing the official off- field uniforms of Barcelona FC, and Juventus.

The Canadian brand has also received numerous national and international tributes and recognitions. Last September, Dean and Dan Caten marked their star on Canada's prestigious Walk of Fame in Toronto.

In occasion of the Winter Olympic Games in Vancouver, the twins were nominated "Headline Talents Costume Designers for the Opening and Closing Ceremonies".

The Caten twins recently debuted in the world of television as hosts of Launch my Line, the reality show that airs on Bravo TV and is broadcasted on Sirius Radio.

Dsquared<sup>2</sup> is a lifestyle brand that creates clothing, accessories, eyewear and fragrances. Dsquared<sup>2</sup> currently holds monobrand stores in Milan, Paris, Capri, Kiev, Hong Kong, Cannes, Dubai, Singapore, Kowloon (Hong Kong), Monte Carlo, Shanghai, Beijing and Tokyo.

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