Press Release

Positive results for Marcolin in 2009:
net profit up 16% with an improvement in the net financial position of +27%

Marcolin S.p.A.'s Board of Directors approves the draft Statutory and Consolidated Financial Statements as at 31 December 2009 and calls an ordinary shareholders' meeting.

Summary of 2009 consolidated figures

Revenue: 180.3 million euro (-3.5% on 2008)
EBITDA: 15.1 million euro (20.3 million in 2008)
EBIT: 9.4 million euro (13.2 million in 2008)
Net Result: 7 million euro (6.1 million in 2008)
Net Financial Position: negative by 23.8 million euro (compared with negative by 32.7 million at the end of 2008)

Adjusted EBITDA *: 15.1 million euro (16.7 million in 2008)
Adjusted EBIT *: 9.4 million euro (9.6 million in 2008)

Longarone, 23 March 2010. The Board of Directors of Marcolin S.p.A., at a meeting on the above date chaired by Giovanni Marcolin Coffen, approved the consolidated financial statements and the draft financial statements of the parent company as at 31 December 2009.

For Marcolin Group 2009 was marked by:

- **a significant net profit representing an increase on the previous year;**
- **largely stable revenue, despite the difficult economic climate;**
- **EBIT and EBITDA which, net of non-recurrent taxes (as described in more detail in the note accompanying this press release), show a slight fall from the previous year;**
- **a considerable improvement in the Net Financial Position;**
- **a notable reduction in warehouse stock value;**
- **the renewal of licences which are key to company revenue and profitability: Tom Ford, Roberto Cavalli and Just Cavalli;**
- **an excellent start for the new licensed brands: Tod's, Hogan and DSquared2;**
- **the new licence agreement for the production and worldwide distribution of Swarovski brand sunglasses and spectacle frames.**

* To facilitate a consistent comparison in relation to the Marcolin Group data, please note that the 2008 year included non-recurrent income concerning the closure of the subsidiary Cébé, resulting from the release of funds for risks and windfall gains, to an overall value of 3.6 million euro. In order, therefore, to provide a more consistent and accurate picture of the progress of the Group profit margins, the comparison involving the EBIT and EBITDA performance indicators needs to be based on adjusted values which exclude these non-recurrent positive effects (i.e. the Adjusted EBIT and Adjusted EBITDA).

KEY CONSOLIDATED FIGURES

Revenue

Revenue is 180.3 million euro, which constitutes a fall of 3.5% on the 31 December 2008 value (186.8 million euro). At constant exchange rates, the delta would have been -4.4%.

A breakdown of sales by geographical area is shown below:

Net sales details by geographical area (euro/000)	FY 2009		FY 2008		Increase (Decrease)	
	Sales	% of total	Sales	% of total	Change	%
- Italy	40.515	22,5%	36.314	19,4%	4.201	11,6%
- Europe	62.965	34,9%	72.567	38,8%	(9.602)	(13,2)%
- U.S.A.	39.603	22,0%	40.278	21,6%	(675)	(1,7)%
- Rest of the world	37.238	20,7%	37.686	20,2%	(448)	(1,2)%
TOTAL	180.321	100%	186.845	100%	(6.524)	(3,5)%

The data in the table shows the significant increase in revenue achieved in the domestic market (+11.6%), while the area which has suffered most from the negative economic climate has been Europe. In particular, the most marked falls were experienced in the Spanish and Russian markets.

The revenue level for the Rest of the World zone is largely in line with the previous year (-1.2%), despite the fall in the United Arab Emirates in particular, which has been offset by the upward sales trends in Australia and Brazil.

As regards the North American (US) market, revenue remains largely stable (-1.7%) at current exchange rates, with a decrease of -6.8% at constant exchange rates.

Ebitda/Ebit

The EBIT and EBITDA values show profit margins largely holding firm, with the EBIT as of 31 December 2009 at 9.4 million euro (5.2% of revenue), compared with the Adjusted EBIT figure of 9.6 million euro (5.2% of revenue) as at 31 December 2008 and an EBITDA of 15.1 million euro (8.4% of revenue), as against 16.7 million euro Adjusted EBITDA (8.9% of revenue) as at 31 December 2008.

These positive results have been achieved despite the recognition of significant costs sustained during the year in relation to structural and marketing investments for the development of existing brands in the portfolio and to support the launch and promotion of the latest licences acquired.

Considering, however, the non-recurrent income generated in 2008 from Cébé, the EBIT, which was 9.4 million euro as at 31 December 2009, must be compared with the figure of 13.2 million euro as at 31 December 2008, whilst the EBITDA, standing at 15.1 million euro as at 31 December 2009, is to be compared with the figure of 20.2 million euro as at 31 December 2008.

An increase in the efficiency of the planning and manufacturing processes during the year has led to an improved gross industrial result, which was partially offset by the adoption of more aggressive sales policies, in terms of Customer discounts offered in response to the demands of the market, which has been negatively influenced by the reduction in demand.
Additional negative effects on margins were experienced, principally as a result of:

- the greater impact of the guaranteed minimum royalties on the licence contracts;
- investments made, in structural terms as well as in commercial activities, in order to profit fully from the launch of the newly acquired brands.

With regard to the greater impact of the guaranteed minimum royalties, we can report that a series of measures have been put in place, and are still taking effect, in order to reduce them.

Net result

Marcolin Group has achieved a significant net profit of 7 million euro (3.9% of revenue), compared with 6.1 million euro (3.3% of revenue) as at 31 December 2008, representing an increase of 16%.

Net financial position

The overall net financial position of the Marcolin Group improved appreciably on the previous year, by 8.9 million euro (+27%), as a result of the cash flow generated by operating activities and used in part by the investment activities.

The cash flow generated by operating activities amounted to 14.5 million euro and has benefited from the significant proceeds from the disposal of warehouse stocks.

It may be noted that the ratio between net financial position and shareholders' equity is 0.41 (0.65 as at 31 December 2008).

KEY FIGURES FOR THE PARENT COMPANY MARCOLIN SPA

Revenue

2009 showed a turnover of 112.6 million euro, compared with 120.6 million as at 31 December 2008, representing a decrease of 6.6%.

Ebitda/Ebit

2009 ended with a positive Adjusted EBITDA (**) of 9.1 million euro (11 million as at 31 December 2008), corresponding to 8.1% of revenues (as against 9.1% impact on revenues at the end of 2008).
The EBITDA as at 31 December 2009, taking into account the non-recurrent effects relating to the former subsidiary Cébé, is equal to 7.4 million euro.

The operating profit (EBIT) was 4.7 million euro (4.2% of revenue), compared with 6.5 million in the previous year (5.4% of revenues as at 31 December 2008).

** To facilitate a consistent comparison with regard to the Marcolin S.p.A. data, please note that, during the course of 2009, part of a financial credit claimed in relation to the former subsidiary Cébé S.A. (now Marcolin France Sas) for 1.7 million euro, once completely written down, has now been reinstated back, and the use of the fund for an equivalent value recorded. In order, therefore, to provide a more consistent and accurate picture of the progress of the EBITDA performance indicator, the EBITDA as at 31 December 2009 needs to be adjusted to exclude these non-recurrent effects (cf. the Adjusted EBITDA).

Net result

Net profit for the year was 1.1 million euro, compared with 1.5 million as at 31 December 2008.

PROPOSED ALLOCATION OF EARNINGS

The Board of Directors will propose not to distribute dividends but to allocate the operating profit, recognised as a total of 1,144,000 euro, as follows: 57,000 euro to the Legal Reserve and 1,087,000 euro to Profit Carried Forward.

EVENTS SUBSEQUENT TO YEAR-END AND OUTLOOK FOR THE FUTURE

2010 has begun brightly for Marcolin Group. The excellent results achieved by the new collections launched during January and February, which have been very well received by the market, have enabled the Group to record a significant increase in orders compared to the same period of the previous year. **The launch of the new John Galliano licence has also been encouraging**, thanks to the highly original range presented.

On 16 February 2010, **the Tom Ford brand licence was renewed until 31 December 2015** for the design, production and worldwide distribution of Tom Ford brand spectacle frames and sunglasses.

At the beginning of March, **the licence agreement for producing and distributing Kenneth Cole New York and Kenneth Cole Reaction spectacle frames and sunglasses was renewed early and is now set to run until 2014.** Our relationship with Kenneth Cole Productions, the company of the New York stylist of the same name, represents one of Marcolin Group's longest established partnerships and this may be considered one of the key brands for the Group, especially for the North American market.

As regards the business outlook, it is our view that the international macro-economic climate in 2010 will be far from easy. Nevertheless, during the current financial year Marcolin Group will be able to see the benefit of the significant production investments made in order to enhance customer post-sales and logistical services and to centralise some strategic phases of production, all of which is expected to yield efficiency savings.

During 2010, the Group will also focus on improving its competitiveness in all its operating markets. Quality, product cost and productivity will continue to be the drivers in 2010, which will see targeted action taken to grow international sales, supported by a competitive and comprehensive licence portfolio.
Commenting after the meeting, Managing Director Massimo Saracchi said:

"During 2009, Marcolin Group distinguished itself despite the difficult climate, by its ability to achieve positive results, in confirmation of the signs shown in 2008, and has been able to respond effectively to the international crisis, through internal reorganisations and efficiency improvements, as well as its success in bringing new brands to market.

Considering that the Group has so far only fulfilled part of its true potential, we are looking ahead in 2010 with confidence and optimism."

FURTHER RESOLUTIONS

At today's meeting, the Board decided to propose a share buyback scheme to the Shareholders' ordinary meeting – subject to revocation of the current scheme – with the purpose of limiting any unusual movements in the share price by using treasury shares for the current stock option plan or for any other plans that may be decided by the meeting and potentially for trading to sustain and stabilize the stock.
The proposal also envisages that:
- authorization will be granted to purchase treasury shares to the value of up to 10% of the share capital at the time, also taking into account the 681,000 treasury shares currently held by the Company, which represent about 1.10% of the share capital;

- authorization to purchase will be valid for a period of eighteen months from the date of the meeting resolution and, also with reference to the treasury shares already in the portfolio, the authorization to dispose of them will be granted without constraints or time limits, via the methods permitted by law;
- purchases will be made in compliance with the operating methods laid down in article 144-bis, paragraphs 1 a) and b) of the CONSOB Issuers' Regulations;
- the purchase price of the shares will be set within given minimum and maximum limits, to be determined as follows:
  - > a maximum price no greater than the weighted average of the official stock exchange prices of the shares as registered by Borsa Italiana S.p.A. in the 3 sessions prior to each individual operation, plus 15%;
  - > a minimum price no less than the weighted average of the official stock exchange prices of the shares as registered by Borsa Italiana S.p.A. in the 3 sessions prior to each individual operation, less 15%.

At current stock exchange prices, the maximum potential expenditure is approximately 9.6 million euro.

Finally, the Board of Directors proceeded to ascertain that its members possess the requisite independence provided for under the Consolidated Finance Act and the Code of Self-Regulation of Borsa Italiana S.p.A. and also to verify the compatibility of the positions held by them in other entities with the performance of the role of director at Marcolin.

CONVOCATION OF THE SHAREHOLDERS' MEETING

The Ordinary Shareholders' Meeting was convened for 28 April 2010 (at first call) and for 30 April 2010 (second call).

Statement of the Corporate financial reporting manager.
The Corporate financial reporting manager, Mr. Sandro Bartoletti, in conjunction with the Managing Director, has certified, by means of a specific written certificate pursuant also to article 154 bis of the Consolidated Finance Act, attached to the draft financial statements as at 31 December 2009, that, to the best of his knowledge, the individual and consolidated financial statements correspond to the documentary evidence, books and accounts.

Marcolin, listed on the Milan Stock Exchange, is one of the leading eyewear companies, and stands out, in the luxury sector, for the premium quality of its products, its attention to detail, and focused distribution. The portfolio of licensed brands includes: Cover Girl Eyewear, DSquared2 Eyewear, Ferrari, 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 Eyewear, Timberland, Tod's Eyewear, Tom Ford Eyewear. Marcolin and Web Eyewear feature among the Group's own brands.

Full versions of these documents are available on the company's website (www.marcolin.com).

This press release uses a number of "alternative performance indicators" not envisaged by the IFRS (EBITDA, net financial position). For their meaning, please refer to the Directors' Report.

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This press release is available at www.marcolin.com (section in English)

Appendices: summary financial statements of the Marcolin Group and of Marcolin S.p.A. (the figures have not yet been certified by the relevant external auditors, nor verified by the Board of Statutory Auditors)

MARCOLIN EYEWEAR

Consolidated balance sheet — Marcolin Group

(euro/000)	DEC 31, 2009	DEC 31, 2008
ASSETS		
NON CURRENT ASSETS		
PROPERTY, PLANT AND EQUIPMENT	17.425	14.800
INTANGIBLE ASSETS	3.150	4.131
GOODWILL	2.243	2.322
INVESTMENTS	372	759
DEFERRED TAX ASSETS	7.031	3.406
OTHER NON CURRENT ASSETS	630	796
TOTAL NON CURRENT ASSETS	**30.851**	**26.214**
CURRENT ASSETS		
INVENTORIES	38.318	52.216
TRADE AND OTHER RECEIVABLES	62.302	58.522
OTHER CURRENT ASSETS	596	527
CASH AND CASH EQUIVALENTS	24.351	13.159
TOTAL CURRENT ASSETS	**125.567**	**124.425**
TOTAL ASSETS	**156.418**	**150.639**
SHAREHOLDERS' EQUITY		
SHARE CAPITAL	31.958	31.958
ADDITIONAL PAID IN CAPITAL	24.517	24.517
LEGAL RESERVE	1.776	1.703
OTHER RESERVES	(1.770)	(2.064)
RETAINED EARNINGS (LOSSES)	(6.117)	(12.164)
PROFIT (LOSS) FOR THE PERIOD	7.080	6.124
MINORITY INTERESTS	0	0
TOTAL SHAREHOLDERS' EQUITY	**57.445**	**50.074**
LIABILITIES		
NON CURRENT LIABILITIES		
LONG TERM BORROWINGS	29.254	28.682
LONG TERM PROVISIONS	3.784	4.039
DEFERRED TAX LIABILITIES	769	772
OTHER NON CURRENT LIABILITIES	28	44
TOTAL NON CURRENT LIABILITIES	**33.835**	**33.537**
CURRENT LIABILITIES		
TRADE PAYABLES	32.755	34.660
SHORT TERM BORROWINGS	18.936	17.224
SHORT TERM PROVISIONS	4.490	4.864
INCOME TAXES	1.917	2.401
OTHER CURRENT LIABILITIES	7.040	7.878
TOTAL CURRENT LIABILITIES	**65.138**	**67.027**
TOTAL LIABILITIES	**98.973**	**100.564**
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	**156.418**	**150.639**

MARCOLIN EYEWEAR

CONSOLIDATED INCOME STATEMENT — MARCOLIN GROUP

(euro/000)

	2009	%	2008	%
NET SALES	**180.321**	**100%**	**186.845**	**100,0%**
COST OF SALES	**(78.229)**	**(43,4)%**	**(83.375)**	**(44,6)%**
GROSS PROFIT	**102.092**	**56,6%**	**103.470**	**55,4%**
SELLING AND MARKETING COSTS	(80.704)	(44,8)%	(79.062)	(42,3)%
GENERAL AND ADMINISTRATIVE EXPENSES	(15.755)	(8,7)%	(17.095)	(9,1)%
OTHER INCOME AND EXPENSES	2.750	1,5%	4.740	2,5%
OTHER NON RECURRENT OPERATING INCOME AND EXPENSES	1.005	0,6%	1.173	0,6%
OPERATING PROFIT - EBIT	**9.388**	**5,2%**	**13.226**	**7,1%**
FINANCIAL INCOME AND EXPENSES	(2.137)	(1,2)%	(4.471)	(2,4)%
NET RESULT BEFORE TAXES	**7.251**	**4,0%**	**8.755**	**4,7%**
INCOME TAXES	(171)	(0,1)%	(2.630)	(1,4)%
MINORITY INTERESTS	0		0	
NET RESULT	**7.080**	**3,9%**	**6.124**	**3,3%**
EARNINGS/(LOSS) PER SHARE	**0,115**		**0,100**	
DILUTED EARNINGS/(LOSS) PER SHARE	**0,114**		**0,099**	

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	2009	2008
PROFIT/(LOSS)	**7.080**	**6.124**
GAINS/(LOSSES) ON EXCHANGE DIFFERENCES ON TRANSLATING FOREIGN OPERATIONS RESERVE	186	274
GAINS/(LOSSES) ON CASH FLOW HEDGES RESERVE	17	(277)
TOTAL COMPREHENSIVE PROFIT/(LOSS)	**7.283**	**6.122**

CONSOLIDATED CASH FLOW STATEMENT

(euro/000)

	2009	2008
Operating profit before working capital changes	*19.639*	*23.395*
Cash flows provided (used) by working capital changes	*(5.115)*	*(15.969)*
Cash flows provided (used) by operating activities	14.524	7.425
Cash flows provided (used) in investing activities	(5.561)	(3.936)
Cash flows (used) by financing activities	2.111	(998)
Cash and cash equivalents increase (decrease)	11.073	2.491
Effect of exchange rates on cash	119	(121)
Cash and cash equivalents at beginning of year	13.159	10.789
Cash and cash equivalents at year end	24.351	13.159

MARCOLIN
EYEWEAR

Balance Sheet	Marcolin S.p.A.	
(euro/000)	**DEC 31, 2009**	**DEC 31, 2008**
ASSETS		
NON CURRENT ASSETS		
PROPERTY, PLANT AND EQUIPMENT	14.210	11.296
INTANGIBLE ASSETS	2.262	2.793
GOODWILL	0	0
INVESTMENTS	34.349	31.992
DEFERRED TAX ASSETS	4.506	3.375
OTHER NON CURRENT ASSETS	8.389	6.617
TOTAL NON CURRENT ASSETS	**63.716**	**56.074**
CURRENT ASSETS		
INVENTORIES	29.424	41.312
TRADE AND OTHER RECEIVABLES	51.085	55.196
OTHER CURRENT ASSETS	275	332
CASH AND CASH EQUIVALENTS	11.948	4.690
TOTAL CURRENT ASSETS	**92.732**	**101.529**
TOTAL ASSETS	**156.448**	**157.603**
SHAREHOLDERS' EQUITY		
SHARE CAPITAL	31.958	31.958
ADDITIONAL PAID IN CAPITAL	24.517	24.517
LEGAL RESERVE	1.776	1.703
OTHER RESERVES	8.228	8.119
RETAINED EARNINGS (LOSSES)	(3.887)	(5.276)
PROFIT (LOSS) FOR THE PERIOD	1.144	1.461
TOTAL SHAREHOLDERS' EQUITY	**63.735**	**62.483**
LIABILITIES		
NON CURRENT LIABILITIES		
LONG TERM BORROWINGS	29.254	28.654
LONG TERM PROVISIONS	3.784	4.039
DEFERRED TAX LIABILITIES	1.574	1.740
OTHER NON CURRENT LIABILITIES	0	0
TOTAL NON CURRENT LIABILITIES	**34.612**	**34.433**
CURRENT LIABILITIES		
TRADE PAYABLES	31.215	34.559
SHORT TERM BORROWINGS	18.932	17.218
SHORT TERM PROVISIONS	2.668	2.626
INCOME TAXES	1.303	2.019
OTHER CURRENT LIABILITIES	3.984	4.265
TOTAL CURRENT LIABILITIES	**58.101**	60.686
TOTAL LIABILITIES	**92.713**	**95.119**
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	**156.448**	**157.603**

MARCOLIN EYEWEAR

INCOME STATEMENT	MARCOLIN SpA			
(euro/000)	DEC 31, 2009	%	DEC 31, 2008	%
NET SALES	**112.626**	**100,0%**	**120.550**	**100,0%**
COST OF SALES	**(68.204)**	**(60,6)%**	**(76.286)**	**(63,3)%**
GROSS PROFIT	**44.422**	**39,4%**	**44.264**	**36,7%**
SELLING AND MARKETING COSTS	(40.888)	(36,3)%	(37.155)	(30,8)%
GENERAL AND ADMINISTRATIVE EXPENSES	(8.109)	(7,2)%	(9.576)	(7,9)%
OTHER INCOME AND EXPENSES	8.728	7,7%	8.577	7,1%
OTHER NON RECURRENT OPERATING INCOME AND EXPENSES	544	0,5%	356	0,3%
OPERATING PROFIT - EBIT	**4.696**	**4,2%**	**6.466**	**5,4%**
FINANCIAL INCOME AND EXPENSES	(2.204)	(2,0)%	(2.845)	(2,4)%
NET RESULT BEFORE TAXES	**2.493**	**2,2%**	**3.621**	**3,0%**
INCOME TAXES	(1.349)	(1,2)%	(2.159)	(1,8)%
NET RESULT	**1.144**	**1,0%**	**1.461**	**1,2%**

STATEMENT OF COMPREHENSIVE INCOME

PROFIT/(LOSS)	**1.144**	**1.461**
GAINS/(LOSSES) ON CASH FLOW HEDGES RESERVE	17	(277)
TOTAL COMPREHENSIVE PROFIT/(LOSS)	**1.161**	**1.185**

CASH FLOW STATEMENT MARCOLIN S.p.A.	2009	2008
(euro/000)		
Operating profit before working capital changes	*11.066*	*21.619*
Cash flows provided (used) by working capital changes	*2.557*	*(20.918)*
Cash flows provided (used) by operating activities	13.623	701
Cash flows provided (used) in investing activities	(8.326)	(2.834)
Cash flows (used) by financing activities	1.960	1.992
Cash and cash equivalents increase (decrease)	7.258	(141)
Cash and cash equivalents at beginning of year	4.690	4.832
Cash and cash equivalents at year end	11.948	4.690