

**THE MARCOLIN GROUP AND KENNETH COLE PRODUCTIONS, INC.
ANNOUNCE ADVANCE RENEWAL OF LICENSING AGREEMENT
THROUGH 2014**

Longarone, Italy, March 4, 2010. Kenneth Cole Productions, Inc. (NYSE:KCP), the New York-based fashion house, and the Marcolin Group, a leader in the eyewear industry, announce the advance renewal of their licensing agreement for production and distribution of prescription frames and sunglasses under the *Kenneth Cole New York* and *Kenneth Cole Reaction* labels through 2014.

The terms and conditions are in line with those included in the current agreement that was due to expire on December 31st, 2011.

The collaboration with Kenneth Cole Productions represents one of the many long-term partnerships of the Marcolin Group. The first licensing agreement with the Company was for the production and distribution of sunglasses through department, specialty and retail stores in the United States in 2003. In October 2004, a new licensing agreement was signed for the production and distribution in the U.S optical channel of both prescription frames and sunglasses. At the end of 2005, the parties extended the agreements for distribution on a worldwide basis.

Maurizio Marcolin, the Group's Style and Licensing CEO, stated: *"We are extremely pleased to further extend this partnership. It gives us the opportunity to offer globally the eyewear collection of one of America's most well-known designers."*

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About Kenneth Cole Productions, Inc.

Kenneth Cole Productions, Inc. designs, sources and markets a broad range of footwear, handbags, apparel and accessories under the brand names *Kenneth Cole New York*, *Kenneth Cole Reaction*, *Unlisted* and *Le Tigre*, as well as footwear under the proprietary trademark *Gentle Souls*. The Company has also granted a wide variety of third party licenses for the production of men's, women's and children's apparel as well as fragrances, watches, jewelry, eyewear and several other accessory categories. The Company's products are distributed through department stores, better specialty stores, company-owned retail stores and its e-commerce website. Further information can be found at <http://www.kennethcole.com>.

About Marcolin Group

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.