



Press release:

Mossimo partners with Italian optical company Marcolin for eyewear line

American fashion house MOSSIMO Inc. (NYSE: MGX) and Italian eyewear giant Marcolin have signed an exclusive world-wide four-year license agreement for the production and distribution of MOSSIMO eyewear. The agreement includes production of both men's and woman's eyewear. MOSSIMO eyewear will be presented in the United States during spring 2000 and will be distributed first within the US to be followed by other international markets. Mossimo Giannulli, Chairman and Creative Director of MOSSIMO, Inc. states: "In evaluating multiple opportunities in licensing eyewear, we feel this is the best partnership for Mossimo. This license agreement seamlessly integrates Marcolin's outstanding product line with our company's aesthetic vision. We look forward to this partnership and the continued success of Mossimo eyewear." Edwin Lewis, Chief Executive Officer of Mossimo, Inc. adds: "This is the first of many steps in the restructuring of the Mossimo brand. I have a great deal of confidence in Maurizio and his group - they are renowned for their ability to enhance business worldwide." Maurizio Marcolin, Licensing Manager of the Group and Chairman of Marcolin USA, says: "Marcolin has operated in the States since 1968: our products are distributed to more than 25,000 retail points. We had been looking for a young and fresh American designer brand for a long time. In the end we have identified Mossimo as the best partner. I believe that Mossimo has high growth potential with a prestigious American trademark." In 1998, the Marcolin Group reached a turnover of 159 ITL billion, 68% of which are foreign markets (30,5% in the US) with over 2,3 million frames manufactured by 3 factories, all based in Italy. In May 1999, Marcolin applied for admission to the Italian Stock Exchange; the listing is foreseen by the end of the year.

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