

SUNGLASS HUT UNVEILS FLAGSHIP LOCATIONS IN NEW YORK AND LONDON

New York (USA), 9 April 2010 – Sunglass Hut, the leading global sunglass retailer, opens two Flagship locations in New York and London, offering customers in both cities a new way to find their cool with the opening of the brand's first ever flagship stores. The Sunglass Hut Flagship in New York is located on Fifth Avenue, the London Flagship on Oxford Street. Both stores open in the month of April.

These simultaneous openings in major cities mark an unprecedented commitment to the eyewear category. The flagship stores are part of Sunglass Hut's strategy to build brand equity by increasing its presence in "gateway cities" – markets that are cutting edge of fashion and retail trends and are tourist centers catering to large, dynamic and diverse consumer population.

The Sunglass Hut flagship concept was inspired by the brand's style savvy consumers, providing a fun, innovative experience that celebrates a love of fashion and shopping. With over 30 designer brands in today's must-have shapes, such as aviator and cats-eye, consumers will be able to reinvent themselves and convey a new look by simply wearing a new set of shades.

"People are familiar with Sunglass Hut, but the New York and London flagships provide an opportunity to make the brand a consumer destination that showcases sunglasses like no other retailer in the world," said Fabio d'Angelantonio, Sunglass Hut CEO. He continues,

"Sunglasses are starting to have their place in fashion, shown recently down major runway collections in New York, London, Paris, and Milan. The consumer is bored with bags and shoes, and is looking for what's new, what's next."

The Sunglass Hut Fifth Avenue Flagship store is 6,000 square feet and spans two floors including a mezzanine level. The ground floor features displays that will showcase the latest sunglass collections from leading brands, while full-length oversized mirrors will allow consumers to try sunglasses on to complete their total look. The second floor, a dedicated VIP area, overlooks bustling Fifth Avenue, known for attracting global travelers and fashion focused consumers. A Sunglass Hut SocialSun station, the retailer's proprietary interactive retail concept, will be a major feature.

The Oxford Street Flagship is 1,906 square feet and features a 975 square foot sales floor, in a prime location on London's destination shopping street. The store design features large display walls and free standing units to showcase the latest collections from the leading designer brands, as well as a Sunglass Hut SocialSun station for an interactive experience. In addition to this there is a separate VIP lounge for private fittings and press appointments.

The flagship locations will feature an expanded brand assortment that truly reflects Sunglass Hut's personality and editorial voice with a focus on Burberry, Bvlgari,

Chanel, Dolce & Gabbana, Persol, Prada, Tiffany & Co., and Versace. Consumers will also be able to find classic sunglass brands like Ray-Ban, and Oakley. The New York Flagship also carry newly launched brands such as Tory Burch and Stella McCartney. Special editions found only in this premier Sunglass Hut include Tom Ford and Badgley Mischka.

Sunglass Hut is one of the retail brands of Luxottica Group, the global leader in eyewear.

FLAGSHIP OVERVIEW

New York

Address: 605 Fifth Avenue
Telephone: 001 (212) 759 3720
Store hours: Monday to Saturday: 9 am - 9 pm
Sunday: 10 am - 7 pm
Square footage: 6,000 square feet
Sales floor space: 1,200 square feet
Website: www.sunglasshut.com

London

Address: 332 Oxford Street
Telephone: 00 44 (0)20 7290 1700
Store hours: Monday to Saturday: 10 am - 9 pm
Sunday: 10 am - 7 pm
Square footage: 1,906 square feet
Sales floor space: 975 square feet
Website: www.sunglasshut.co.uk

About Luxottica Group S.p.A.

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,200 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group's products are designed and manufactured in six Italy-based manufacturing plants, two wholly-owned plants in China and a sports sunglass production facility in the U.S. In 2009, Luxottica Group posted consolidated net sales of €5.1 billion. Additional information on the Group is available at www.luxottica.com.

Sunglass Hut

Sunglass Hut is the largest sunglass specialty retailer in the world with more than 2,000 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.

Safe Harbor Statement

Certain statements in this press release may constitute "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effect of the poor current global economic conditions on our business, the ability to successfully acquire new businesses and integrate their operations, the ability to predict future economic conditions and changes in consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to achieve and manage growth, the ability to negotiate and maintain favorable license arrangements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, as well as other political, economic and technological factors and other risks and uncertainties described in our filings with the U.S. Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and we do not assume any obligation to update them.