



Corporate Responsibility – Enriching Lives

SAFILO GROUP AND SPECIAL OLYMPICS-LIONS CLUBS INTERNATIONAL OPENING EYES®

SAFILO PLEDGES TO FURTHER ITS STRONG COMMITMENT TO THE “OPENING EYES” PROGRAM

COMPANY TO HELP IMPROVE VISION FOR MORE THAN 1,500 SPECIAL OLYMPICS ATHLETES AT “2010 SPECIAL OLYMPICS EUROPEAN SUMMER GAMES” IN WARSAW

Padua, September 2010 – Safilo Group, leader in premium eyewear sector, continues its commitment to support Special Olympics, the international sports training and competition programme for people with intellectual disabilities that operates in 170 different countries. Founded in 1968 by Eunice Kennedy Shriver, Special Olympics now involves over **3,400,000 athletes with intellectual disabilities** in training and sports competitions worldwide.

Safilo's support of Opening Eyes continues to expand, specifically as a visible sponsor at the **2010 Special Olympics European Summer Games in Warsaw, 18-24 September 2010**, when more than **1,500 Special Olympics athletes from 58 countries** will compete in many Olympic-type sports. This international event will bring people together to celebrate and ignite the very best of the human spirit.

Safilo's involvement with Special Olympics **started in 2003 as global supplier of the Special Olympics-Lions Clubs International Opening Eyes® vision care program**. Opening Eyes, part of Special Olympics' award-winning Healthy Athletes® public health initiative, is the largest program in the world dedicated to providing vision care for people with intellectual disabilities. A large number of athletes have the chance to benefit from the vision screenings, and above all, to receive prescription eye glasses to correct their sight problems and sunglasses to protect their eyes.

Safilo renews its support for Special Olympics by donating each year thousands of spectacles and sunglasses for the Special Olympics athletes. In addition, Safilo personnel often take an active part in the implementation of the events as volunteers, donating their time and expertise for the benefit of the athletes.

Through the support to Special Olympics, Safilo demonstrates its sensitivity towards important charity initiatives and corporate responsibility, supporting this project aimed at improving the integration and welfare of those involved.

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 32 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Diesel, 55DSL, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Valentino, Yves Saint Laurent and, starting from Fall 2010, Tommy Hilfiger.

Special Olympics is an international organization that changes lives by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to more nearly 3.5 million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition and other related programs. Visit Special Olympics at www.specialolympics.org

Safilo Group Press Office
Tel. : +39 / 049 / 698 5459
e-mail: pressoffice@safilo.com