



RAY-BAN AVIATOR COLLECTION

For aviation, both military and civil, the 1920s was a decade of remarkable advances. Air traffic grew as a result. With the development of new aeroplanes that could fly higher and higher came altitude-related problems. Pilots were suffering from headaches and nausea because of glare and the great distances that they had to traverse. In 1929, General MacCready asked Ray-Ban for a new type of air force eyewear that would protect pilots from glare at high altitudes while at the same time ensuring a clear field of vision. The company took up the challenge and succeeded in developing a new pair of glasses with lenses that could block out a high proportion of visible light. This marked the birth of Ray-Ban's first, green-lens anti glare eyewear. The first model to go on sale to the public - in 1936 - featured a plastic frame with the classic Aviator shape. But the name anti glare was too generic and the new name was chosen for the new product to emphasise that the eyewear could block out glare and protect the user's eyes from the sun's rays. The Large Metal model immediately leapt to fame with the name **Ray-Ban Aviator**.

The Ray-Ban Aviator is the heart of Ray-Ban collection and now it represents a complete family of models: classical, technological, precious, creative, gold and on the road! They are already available— except for the Tech version that will be sold starting from July 2010 - in optical stores, chains and in the best department store and the suggested consumer price is between 134,00 and 385,00 Euros and 139,00 and 485,00 USD; the lenses are available in two different versions, polarized* and non-polarized.



Ray-Ban® CLASSIC AVIATOR

This frame became an icon of style and design, and the model that signalled the birth of a timeless legend. The Ray-Ban Aviator has gradually earned its place as an essential fashion accessory for men and women. Ray-Ban lives up to its name by offering maximum wearer protection while delivering the distinctive style that has become world-famous thanks to the many Hollywood stars.



Ray-Ban® METAL GLIDE

Ray-Ban re-works its most iconic models in an explosion of fresh color. The bright, bold colorways work to highlight the original and non-conformist spirit that remains an intrinsic feature of the Ray-Ban brand. The Aviator gets a new dress with the new glossy colors. Shiny and funny colors with tone on tone lenses, that highlighting Ray-Ban's unique and independent character, since 1937.



GENUINE SINCE 1937

Ray-Ban® RAY-BAN CRAFT



On these restyled icons the top bar and temple end pieces are covered with soft hand-sewn leather. Ray-Ban Craft is a celebration of craftsmanship, an important and valuable element in the history of Ray-Ban. Ray-Bans have always made a statement about the bold and unique individuals who wear them. Now, the aviator model is enriched with premium details and skilfully handcrafted with genuine leather.

Ray-Ban® ROAD SPIRIT



The Aviator gets a creative dress with the new Road Spirit. The details around the shapes confer a younger look to this evergreen model for the people that live on the road.

Ray-Ban® TITANIUM



The model is made entirely of milled titanium, a guarantee of solidity, flexibility, maximum comfort and lightness. This model mixes the esthetical characteristics of this shape and the comfort of the material. The elevated perceived quality and the polar gradient lenses make this glasses unique.

Ray-Ban® ULTRA GOLD



The Ray-Ban Ultra limited edition of this style icon features an updated design improved in its classic shapes, enriched with new, prestigious details, and updated with the contribution of cutting-edge technology: titanium, beta-titanium, and pure gold, combining contemporary taste with tradition, technology with beauty, solidity with legend. The entire frame is 22K gold plated and wears the new P3 (P-Cube) lenses that further reflect the quality and technological core of Ray-Ban Ultra designs.



Ray-Ban[®] TECH



Carbon fibre is an extraordinarily sturdy yet extremely lightweight material. It has a very fine, threadlike structure and it is used to manufacture a wide range of materials referred to as “composites” because the fibres are combined with a matrix – generally resin – designed to hold these extremely strong fibres together, protect them and maintain the shape of the product. The result of this patented process is a frame that is extremely lightweight, sturdy, flexible and exceptionally durable.

* POLARIZED LENSES:

Since 1937, Ray-Ban has been using high-quality materials to create ultra-resistant, ergonomic and unique sunglass frames and, naturally, lenses that provide clear and perfect vision in any light condition. In glaring light conditions where real vision is impaired, as is the case in the common phenomenon of polarization, optimum vision is especially important. Polarized light reflects off of any surface: water, snow, ice, as well as hot asphalt roads and sand. To counteract this phenomenon a quality lens must come between the polarized light and the eye to shield the distortions of the light and enable ideal vision. Ray-Ban polarized lenses, a legend within a legend, are the result of exclusive technology and craftsmanship that block glare and reflections. All Ray-Ban polarized lenses with a distinctive “P” directly laser-etched onto the lens offer exceptional 99.9% efficiency for crisp, clear vision.

About Ray-Ban:
www.ray-ban.com

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.

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.