

Luxottica chooses Vodafone to manage its global mobile telecommunications

Milan and London, February 21, 2010 – Luxottica Group S.p.A. (MTA: LUX; NYSE: LUX), a global leader in premium fashion, luxury and sports eyewear with a strong brand portfolio including Ray-Ban and Oakley and with over 6,300 optical and sun retail stores across the world, today announced that it has selected Vodafone to manage its mobile voice and data services in 24 countries around the world.

Under the two and half year agreement, Vodafone Global Enterprise, the business within Vodafone which manages the communications needs of its largest multinational customers, will supply Luxottica's global wholesale and retail workforce with over 5,000 mobile connections, devices and a range of managed mobile services.

The agreement will make it simpler for Luxottica to manage its global mobile communications more cost effectively.

“This is an important agreement with one of the world’s biggest telecommunications companies”, commented Andrea Guerra, Chief Executive Officer of Luxottica Group. “We required simplicity and functionality and Vodafone has focused on this need to deliver worry-free business communications services. We believe that Vodafone is the right partner to help us succeed in an increasingly connected world”.

“Multinationals like Luxottica are increasingly looking for ways to streamline and simplify the management of their mobile services while driving greater cost efficiencies,” said Vittorio Colao, Chief Executive, Vodafone Group. “Our fully managed services enable customers to identify cost savings and drive operational efficiency at the same time as providing employees with first class telecommunications. This in turn will enable Luxottica to compete at the highest level and keep a sharper focus on the world of fashion eyewear.”

About Luxottica Group S.p.A.

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,300 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 Euro 5.1 billion. Additional information about the Group is available at www.luxottica.com.

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About Vodafone Global Enterprise

Vodafone Global Enterprise provides managed communications services to many of the world's leading global companies. It operates across five regions: Northern Europe; Central

Europe; Southern Europe; the Americas; Asia Pacific and Africa, with teams based in 21 countries across the globe. Vodafone was positioned by Gartner in the leaders' quadrant in its 'Magic Quadrant for Pan-Western European Mobile Service Providers' report 2009, and Vodafone Global Enterprise won the 'Best Mobile Enterprise Service' category at the 2009 Global Mobile Awards at Mobile World Congress. www.vodafone.com/globalenterprise

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