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**PEARLE VISION UNVEILS NEW STORE DESIGN
AND CELEBRATES GRAND OPENING IN CLEVELAND**

- Leading Optical Franchise Celebrates with Ribbon-Cutting Ceremony on Sept. 17-

MASON, Ohio (September 11, 2013) – Pearle Vision, one of North America’s largest and most trusted licensed optical brands, announced today plans to unveil its new store design on Sept. 17 in Cleveland, Ohio. A ribbon-cutting ceremony will be held at 11:30 a.m. at the center in Legacy Village, located at 24539 Cedar Road, Lyndhurst, Ohio.

The new Cleveland neighborhood eye care center features Pearle Vision’s completely remodeled design, which includes everything from a new, iconic brand logo and signage to modernized displays and a completely transformed floor plan.

“For more than 50 years, Pearle Vision has been committed to providing genuine eye care to our patients; and now, in 2013, we are proud to unveil the first of our newly designed neighborhood eye care centers,” said Srinivas Kumar, senior vice president and general manager, Pearle Vision. “We are excited to share the new design elements with our entire network, and believe that everyone will love the new look and feel of our center, which incorporates our rich history, provides a welcoming atmosphere, and features eclectic displays and modern retail space.”

Earlier this year, Pearle Vision unveiled at its annual licensee conference the new brand image with an updated logo and re-designed color palette for its centers. The new eyeglass icon speaks to the genuine heritage of Dr. Pearle and the Pearle Vision brand. Accompanying the new logo and signage is “Est. 1961,” a tribute that reinforces the company’s commitment to a 50-year legacy.

Pearle Vision then embarked on building a new center in Cleveland, which incorporates all of the latest design elements and sets the standard for other new and remodeled centers. Created to deliver a consistent brand experience for patients across the country, the new Pearle Vision center features a modified floor plan that brings the doctor forward; and eliminates walls between the retail section and

doctor's offices, creating an open flow and atmosphere. Current Pearle Vision licensees will have the opportunity to incorporate all or some of the new design elements into their existing centers.

"A lot of research and hard work has gone into creating a design esthetic for our centers that celebrates both our history and our future," added Kumar. "This Cleveland location sets the tone for our brand moving forward; its design is a shining example of how Pearle Vision has evolved and grown to be America's most trusted source for eye care."

Pearle Vision has a significant legacy in the industry and has continued to outpace competitors by evolving to meet patients' changing needs and providing quality products and services they desire. With more than 610 centers located throughout North America, the company offers best-in-class eye care provided by neighborhood doctors who are skilled optometrists, a principle created by Dr. Stanley Pearle in 1961.

Pearle Vision is now seeking to grow its national footprint and has identified development opportunities in markets from coast-to-coast. In addition, corporate-owned locations in markets such as Ohio, Michigan and Florida also are available and have thriving operations with strong customer-bases.

To fuel its growth, the company is looking for optometrists interested in licensing opportunities. Ideal candidates for Pearle Vision ownership should possess a desire to join a trusted industry-leading brand and work within a proven system to provide exceptional eye care and superior patient service. Pearle Vision licensees can expect their initial investment to build a new center to cost approximately \$200,000, in addition to a licensing fee of \$30,000.

Optometrists interested in exploring re-licensing or new development opportunities should call 1.800.PEARLE.1 or visit www.pearlevisionfranchise.com.

About Pearle Vision

Pearle Vision was founded in 1961 by Dr. Stanley Pearle, who began the concept of one-stop, total eye care with the opening of the Pearle Vision Center in Savannah, Ga. Pearle combined complete eye exams with an extensive selection of eyewear. In 1981, Pearle Vision began offering licenses to select doctors and opticians. Today, with more than 610 eye care centers located throughout the United States, Pearle Vision is built around a doctor-centered business model with a primary focus to deliver genuine eye care to patients and become a trusted source for all their eye health needs. Pearle Vision is owned by Luxottica, a leader in premium fashion, luxury and sports eyewear. For more information, visit <http://www.PearleVision.com>.

Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli, Arnette and REVO, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production

of sports eyewear. In 2012, Luxottica Group posted net sales of more than €7.0 billion. Additional information on the Group is available at www.luxottica.com.

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