



RAY-BAN TECH CL • CARBON LITE

THE RAY-BAN TECH INNOVATION AND TECHNOLOGICAL PROCESS EVOLVE INTO NEW ICONIC SHADES

Berlin (Germany), 10 June 2009

Ray-Ban Tech introduces **Ray-Ban Tech CL • CARBON LITE**, the new iconic model of the second release of Ray-Ban Carbon Fibre Collection that reflects the technological DNA of the brand.

The Carbon Fibre Collection was developed to express the functionality and the innovation of the new Tech segment in the Ray-Ban collection.

Actually, technology and high performance are key and distinctive elements of Ray-Ban Tech, and they are celebrated at their most with **Ray-Ban Tech CL • CARBON LITE**.

TECHNICAL DETAILS:

- Carbon Fibre frame
- Injected rubber end-pieces with embossed Ray-Ban logo inside for best grip in intensive use
- Nylon nose pieces
- Carbon Fibre bridge
- Monoblock hinges with the Ray-Ban logo screwed in the temples
- Equipped with 100% UV protection lenses in two different versions:

Non polarized lenses: either historical lenses (G-15® and B-15®) and one silver mirror lens

Polarized lenses: top notch P^{3PLUS} Polarized crystal lenses (green, brown and one silver mirror gradient lens), combining very high quality polarization with high color definition and enhancement plus anti-reflective and hydro-oleophobic coatings for higher protection and resistance.



TOTAL COMFORTS:

- Carbon fibre technical feature makes this model extremely strong
- The Lightness of the carbon fibre mixed with resin make the glasses very comfortable to wear
- Clearer sight thanks to the most advanced lens technology of P³ PLUS and P³ lenses
- Comprehensive comfort for the The Carbon Fibre's temples tips rubber-injected that providing comfort and a strong grip.



**About Ray-Ban**

www.ray-ban.com

About Luxottica Group S.p.A.

Luxottica Group is a global leader in premium fashion, luxury and sports eyewear, with over 6,250 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 and in two wholly-owned plants in China. In 2008, Luxottica Group posted consolidated net sales of € 5.2 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 successfully integrate Oakley's operations, the ability to realize expected synergies from the merger with Oakley, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to manage the effect of the poor current global economic conditions on our business and predict future economic conditions and changes in consumer preferences, 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, the ability to effectively integrate other recently acquired businesses, 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.