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## Luxottica to issue senior long term notes

**Milan, Italy, October 25, 2010** - In order to exploit favorable market conditions and extend the average maturity of the debt, the Board of Directors of Luxottica Group S.p.A. (MTA: LUX; NYSE: LUX), a global leader in the design, manufacture and distribution of fashion, luxury and sports eyewear, today approved the issuance of senior long term notes to institutional investors prior to the end of January 2011. The principal amount of the notes, the Company's first on the Eurobond market, will be up to Euro 500 million.

The engagement of BNP, Deutsche Bank, IntesaSanPaolo and Mediobanca as joint lead managers and bookrunners was then approved.

Final terms of the notes will be determined at pricing based on market conditions at the time. A further communication relating the final terms will be made at such time.

### Luxottica Group S.p.A.

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Luxottica Group is a global leader in premium fashion, luxury and sports eyewear with more than 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 different countries, the Group manages leading retail brands such as LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China and Sunglass Hut globally. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly-owned plants in China and a sport sunglass production facility in the US. In 2009, Luxottica Group posted consolidated net sales of €5.1 billion. Additional information about the Group is available at [www.luxottica.com](http://www.luxottica.com).

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