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Luxottica successfully concludes the placement and issuance of senior 5-year notes

The final book was more than 3 times oversubscribed

Milan, Italy, November 3, 2010 - 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 announced that it has successfully concluded the placement and issuance of 5-year senior unrated notes targeted to institutional investors. Investors' demand for the notes was approximately Euro 1.8 billion, the final book being more than 3 times oversubscribed. The principal amount of the notes, the Company's first on the Eurobond market, is Euro 500 million.

The main characteristics of the notes are as follows:

- units of Euro 50,000 and multiples of Euro 1,000 up to Euro 99,000;
- maturity date November 10, 2015;
- fixed gross annual coupon of 4%;
- issue price of 99.468%.

It is expected that settlement and closing of the notes offering, which were issued in order to exploit favorable market conditions and extend the average maturity of the Group's debt, will be on November 10, 2010. The notes will be traded on the regulated market of the Luxembourg Stock Exchange with effect from November 10, 2010.

Luxottica Group S.p.A.

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.

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