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Luxottica successfully concludes the placement and issuance of senior 7-year notes

The final book was more than 14 times oversubscribed

Milan, Italy, March 12, 2012 - 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 7-year senior notes targeted to institutional investors. Investors' demand for the notes was more than Euro 7 billion, the final book being more than 14 times oversubscribed. The principal amount of the notes, which were assigned BBB+ rating by Standard & Poor's, is Euro 500 million.

The main characteristics of the notes are as follows:

- units of Euro 100,000 and multiples of Euro 1,000;
- maturity date March 19, 2019;
- fixed gross annual coupon of 3.625%;
- issue price of 99.454.

It is expected that settlement and closing of the notes offering, which were issued in order to exploit favourable market conditions and extend the average maturity of the Group's debt, will be on March 19, 2012. The notes will be traded on the regulated market of the Luxembourg Stock Exchange with effect from March 19, 2012.

Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 7,100 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, Persol, Oliver Peoples, Arnette and REVO, while licensed brands include Bvlgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, 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 2011, Luxottica Group posted net sales of more than €6.2 billion. Additional information on the Group is available at www.luxottica.com.

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