



Luxottica to Rollout Sunglass Hut in South Africa and The Philippines

Milan, Italy - October 27, 2009 - Luxottica Group S.p.A. (NYSE: LUX; MTA: LUX), a global leader in the design, manufacturing and distribution of fashion, luxury and sports eyewear, today announced a further expansion in the Asia-Pacific region of Sunglass Hut, the leading sunglass specialty retailer in the world.

Sunglass Hut will enter into The Philippines and expand its existing presence in the Republic of South Africa through two separate agreements. These agreements follow the recent announcement for the rollout of 65 Sunglass Hut stores within the Myer Department store network in Australia and introduction of Sunglass Hut stores in India in 2008.

Chris Beer, CEO of Luxottica, Asia Pacific & South Africa, said the signing of these agreements is testimony to the strength of the Sunglass Hut brand.

"It is very exciting to see the continued growth of Sunglass Hut in new markets like The Philippines as well as significantly boosting its presence in the South African market," Mr. Beer said. "Expanding the Sunglass Hut business is part of Luxottica's global growth strategy across all areas of our business - And, there remains great potential for Luxottica's sun business in the Asia Pacific region."

"The introduction of Sunglass Hut in Edgars Department Store in South Africa and via a franchising agreement for retail outlets in The Philippines, reflects Sunglass Hut's globally recognized brand, product range, high level of product knowledge and personal service," Mr. Beer said.

The South Africa agreement is a concession agreement to roll out an initial 24 Sunglass Hut stores within the Edgars's retail network by the end of 2009. Edgars is South Africa's leading retail department store, with just over 150 stores around the country. This will take the total Sunglass Hut stores in South Africa to 80 by year end.

In The Philippines, the agreement is with that country's leading distribution and retail sports & lifestyle company, Meera Enterprises Inc. Meera has been an Oakley distributor and retailer in the Philippines since 1994. Under the terms of the agreement, an initial eight stores will be completed in 2010.

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Luxottica Group S.p.A.

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,150 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, two wholly-owned plants in China and a sports sunglass production facility in the U.S. 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 manage the effect of the poor current global economic conditions on our business, the ability to successfully acquire new businesses and integrate their operations, the ability to predict future economic conditions and changes in consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, 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, 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.

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