



ARMANI EXCHANGE

**A|X ARMANI EXCHANGE LAUNCHES
OPHTHALMIC COLLECTION IN THE U.S.**

MILAN - June 8, 2007- A|X Armani Exchange announces the U.S. launch of the first ever A|X Armani Exchange ophthalmic collection manufactured by Safilo Group. The July 2007 launch of this new line comes on the heels of the extremely successful November 2006 U.S. launch of the A|X Armani Exchange sunglasses collection and is part of Giorgio Armani's ongoing strategy to extend the breadth of the A|X Armani Exchange lifestyle.

A|X Armani Exchange is a young fashion forward urban inspired collection. The affordably priced ophthalmic line stays true to this spirit featuring a dynamic and comprehensive range of styles produced in acetate and metal with the iconic A|X logo incorporated innovatively throughout.

The men's models feature a predominance of rectangular shapes.

Feminine styles feature softer rectangular shapes with a semi-rimless plastic and semi-rimless metal frame.

The A|X Armani Exchange optical collection, priced from \$135.00 to \$175.00 (suggested retail), will be distributed in the United States to independent optical stores as well as key retail chains.

A|X Armani Exchange was launched in 1991, aimed at a new generation of fast-fashion consumers through an accessible collection offering urban, individual style. A|X Armani Exchange defines a new dress code with a collection that takes its cue from urban lifestyle and music culture.

Today A|X Armani Exchange has 2,100 direct employees with an exclusive direct controlled retail network that currently comprises 118 freestanding stores in 18 countries (United States, Canada, Greater China, Taiwan, Korea, Thailand, Malaysia, Philippines, Singapore, Indonesia, Australia, Venezuela, United Arab Emirates, Saudi Arabia, United Kingdom, Brazil, Argentina, and Japan).

Over the next three years the Armani Group plans to double the size of the A|X Armani Exchange direct worldwide retail store network. E-commerce will also be an area for further expansion of the brand. A|X Armani Exchange was a pioneer in fashion retailing e-commerce, launching its site at www.armaniexchange.com in 2000 with internet sales currently available only in the United States.

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The Safilo Group is the worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present on the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East), Safilo distributes proprietary branded collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, including Alexander McQueen, Balenciaga, Bottega Veneta, Boss by Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Giorgio Armani, Gucci, Hugo by Hugo Boss, Imatra, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Oliver, Pierre Cardin, Stella McCartney, Valentino and Yves Saint Laurent. In addition, the following collections are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne, J.Lo by Jennifer Lopez, A|X Armani Exchange and Banana Republic.

The Armani Group is one of the leading fashion and luxury goods groups in the world today with 4,900 direct employees and 13 factories. It designs, manufactures, distributes and retails fashion and lifestyle products including apparel, accessories, eyewear, watches, jewellery, home furnishings, fragrances and cosmetics under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Armani Collezioni, Emporio Armani, AJ | Armani Jeans, A|X Armani Exchange, Armani Junior, Armani Baby and Armani Casa. The Group's exclusive retail network currently comprises: 73 Giorgio Armani boutiques, 12 Armani Collezioni stores, 140 Emporio Armani stores, 118 A|X Armani Exchange stores, 18 AJ | Armani Jeans stores, 7 Armani Junior stores, 1 Giorgio Armani Accessori, 1 Emporio Armani Accessori store and 25 Armani Casa stores in 46 countries. The Armani Group has also announced its intention to open a unique collection of luxury hotels and resorts in the world's most important cities and destinations.

Contact:	Christian Leone	Patrick Doddy	Eden Wexler
	Giorgio Armani Corp	A X Armani Exchange	Safilo
	212.366.9720	212.462.1130	973.576.2552