

DAMIANI

PRESS RELEASE

DAMIANI S.p.A.:

Francesco Minoli joins the Board of Directors of Damiani SpA as Director.

Milan, July 21, 2010 - Damiani SpA, the parent company of the Damiani Group, announces the appointment of Francesco Minoli as Director of the Board of Directors of Damiani SpA.

Originally from Turin, Francesco Minoli was CEO of the jewellery company, Pomellato, for a period of more than 10 years, until October 2009, re-launching the company and doubling its turnover with profit indexes and assets noteworthy in the luxury sector.

Actually Francesco Minoli, is Director in Mantero Finanziaria S.p.A. and he is still in the jewellery sector as a entrepreneur. In the past Minoli has had extensive experience in major companies where he held central roles in top management. Among these are M & A SpA, a leading independent company in mergers and acquisitions in Italy where he was the CEO and ABN AMRO where he was Senior Advisor for Capital Investments, dealing with investments in Italy and Private Equity.

"With an eye towards the further developing our business," said Guido Damiani, the Chairman and CEO of the Damiani Group, "we are confident that the experience and skills of Francesco Minoli can make a significant contribution to further success inside our company".

"I thank the shareholders of Damiani for appointing me Director of the Board" - commented Francesco Minoli - "It's a great honor and an exciting new adventure to join the Board of a company like Damiani, known and respected throughout the world."

Damiani S.p.A.

Damiani S.p.A., founded in Valenza in 1924 and leaded today by the third generation, is the flagship company of the Damiani Group, a leader in Italy in manufacturing and marketing high end jewelry and luxury watches. Active in the jewelry sector with prestigious owned brands such as Damiani, Calderoni, 1840, Salvini, Alfieri & St. John and Bliss, the Group also manages various lines of prestigious international brands under license. The Group owns the Rocca 1794 chain, which has over 200 years of experience in retail sales of the best known brands of watches and jewelry. The Damiani Group operates in Italy and in major world markets through its operating subsidiaries and manages 35 stores and 47 franchises situated on the main streets of international fashion. With a tradition that is centuries-old, the group is careful to interpret its historical heritage with respect for its tradition and with the innovative spirit of its origins.

For more information:

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