

DAMIANI

HANDMADE IN ITALY SINCE 1924

PRESS RELEASE

Damiani S.p.A. signed a partnership agreement with ITOCHU to strengthen the presence in Japan

Milan 29 February 2012

Damiani S.p.A. (Milan, Star: DMN) today announced a strategic agreement with Itochu, the Japanese group internationally known with basis in 80 countries and over 70,000 employees.

The agreement provides for the entry of Itochu in the share capital of the Japanese subsidiary Damiani Japan KK with a minority stake of 14% through a reserved capital increase.

Through this partnership, the Damiani Group will strengthen its presence in the important Japanese market. Itochu is one of the leading Japanese groups and is active in the world in various sectors including textile, aerospace, electronics, multimedia, energy, chemistry, finance and real estate and has worked with important brands in the fashion and luxury sectors. In the fiscal year ending March, 2011, Itochu reported consolidated revenues of about 116 billion euros.

"I am very satisfied with the agreement reached with Itochu," said Guido Damiani, President and CEO of the Damiani Group - *It's one of the most important groups in the world with over 150 years of history. This agreement, which represents a further step in the international growing strategy, will enable our Group to speed up the development in Japan, traditionally one of the most important markets for the jewelry sector and for Damiani."*

"With this transaction," continued Guido Damiani, *"our Company will benefit from the know-how, trade relations and deep understanding of the Japanese market and the logic of local distribution used by Itochu over the years. I am sure that this agreement will lead to positive results for both groups."*

It's extremely prestigious for Damiani that a group at the level and size of Itochu has decided to invest in us."

Masahiro Morofuji, COO of Brand Marketing Div.1 of Itochu Corporation, commented on the new partnership: *"We are greatly honored to form this partnership with the Damiani Group. ITOCHU will utilize its expertise and know-how on brand development, cultivated through the experience in the import businesses of prestige and luxury brands, to increase the Damiani brand value in the market and strengthen its retail business."*

Damiani Group, which in the first 9 months period of the fiscal year 2011/2012 has grown of 6.4%, will consider other Joint Venture possibilities in other countries with the aim to further increase its international presence.

Damiani S.p.A.

Damiani SpA, founded in Valencia in 1924 and led today by its third generation, is the flagship company of the Damiani Group, the Italian market leader in the production and sale of high end jewelry and watches. It is active in the jewelry sector with prestigious brands, such as Damiani, Salvini, Bliss, Alfieri & St. John and Calderoni1840. and also manages various lines of prestigious international brands under license. It also owns the chain Rocca 1794, with over 200 years of history in the retail sale of the best known brands of watches and jewelry. The Damiani Group operates in Italy and in major global markets through its operating subsidiaries and operates 32 direct sales outlets and 49 franchises located on the main international fashion streets. Bolstered by a centuries-old tradition, the group is careful to manifest a historical heritage that offers full respect for tradition and the innovative spirit of its origins.

For more information:

Paola Burzi

Investor Relations and Press Officer

Damiani Group

Tel: +39 02.46716340

Email: paolaburzi@damiani.it