

Damiani S.p.A.

ADDITIONAL INFORMATION

“STOCK OPTION PLAN 2009”

(as per art. 84 bis, paragraph 5, lett. a) of R.E. Consob approved in resolution n.11.971 on May 14, 1999 (R.E.) and in conformance with attachment 3A, Chart 7 R.E.)

Milan September 24, 2009

The Board of Directors of **Damiani S.p.A.** resolved today, together with the Compensation Committee to proceed with the implementation of the “2009 Stock Option Plan”, for a part of the Management as approved by the Shareholders’ Meeting held on July 22, 2009.

With this tranche, the Board singled out n. 16 Recipients, who can purchase – with a payment of Euro 0,126 for each right of purchase – a total number of 685,000 options, each of which allows the right to purchase one share of Damiani S.p.A. at the price of Euro 1,60 (the “strike price”).

The price of the options, according to their market value, was determined by the company with the assistance of Equita Sim S.p.A.

The right of purchase will be mature on September 12, 2012 and may be exercised starting the following day and lasts until September 30, 2012, on the condition that, on the date of purchase, the employee relationship of the employee with the beneficiary still exists.

The company currently is validating a stock option plan resolved upon by the Shareholders’ Meeting on September 26, 2007 and then implemented by the Board of Directors on November 5, 2007.

In addition to what already has been made public to the market, in the tables that follow – formalized in conformance with Chart 7, of attachment 3A of Consob Regulation n. 11971/99 – detailed information regarding categories of employees, and indications of names of those subjects to whom the procedure of Internal Dealing of the Damiani Group pertains, regarding both the “*Stock Option Plan 2009*”, and the prior stock option plan implemented in 2007 and still valid.

4.24 COMPENSATION PLAN BASED ON FINANCIAL INSTRUMENTS

Table n. 1 of Scheme n. 7 of attachment 3A of the Issuers' Regulation

September 24, 2009

NAME OR CATEGORY	QUALIFICATION	CHART 2							
		Options							
		<u>Section 1</u>							
		Options pertaining to the prior stock plan still valid, resolved by the Shareholder's meeting on 26/09/2007							
		Date of the Shareholders' resolution	Type of Instrument	Number of financial instruments as the basis of options assigned but not exercised	Number of financial instruments as the basis of options that may be exercised but not exercised	Assignment date by the Board of Directors	Purchase price of the instruments	Market price of the instruments at the date of the assignment (*)	Termination option
MEMBERS OF THE BOARD OF DIRECTORS OF THE ISSUER									
STEFANO GRAIDI	Executive Director	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 50,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011

MEMBERS OF THE BOARD OF DIRECTORS OF THE CONTROLLED COMPANIES									
MAURIZIO PONTA	Managing Director Laboratorio Damiani S.R.L.	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 12,500	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
C. SIMONE RIZZETTO	Managing Director Damiani Manufacturing S.R.L.	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 12,500	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
S. CHRISTIAN RIZZETTO	Managing Director Damiani Manufacturing S.R.L.	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 12,500	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
SUBJECTS WITH POWERS OF DIRECTION IN THE ISSUER AS PER INTERNAL DEALING PROCEDURE									
GILBERTO FROLA	Executive in charge of drawing up the Company's accounting documents	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 20,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
ANDREA QUESTA	General Manager Operations	26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 75,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
FEDERICO SANTORO	Director Corporate	26/09/2007	Call option with liquidation of	n. 50,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011

	Marketing		ordinary Damiani shares						
MANAGERS OF THE ISSUER RELEVANT AS PER INTERNAL DEALING PROCEDURE									
MANAGERS OF THE ISSUER RELEVANT AS PER INTERNAL DEALING PROCEDURE N.3		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 145,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
OTHERS MANAGERS OF THE ISSUER									
OTHERS MANAGERS OF THE ISSUER N.8		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 124,250	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
OTHERS MANAGERS OF THE CONTROLLED COMPANIES									
OTHERS MANAGERS OF THE CONTROLLED COMPANIES N.4		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 130,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011

STAFF AND OTHERS EMPLOYEES OF THE ISSUER									
STAFF AND OTHERS EMPLOYEES OF THE ISSUER N.30		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 128,000	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
STAFF AND OTHERS EMPLOYEES OF THE CONTROLLED COMPANIES									
STAFF AND OTHERS EMPLOYEES OF THE CONTROLLED COMPANIES N.9		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 43,750	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011
GROUP AGENTS AND CONSULTANTS									
GROUP AGENTS AND CONSULTANTS N.26		26/09/2007	Call option with liquidation of ordinary Damiani shares	n. 117,500	-	5.11.2007	€ 4.00	€ 4.00	31.03.2011

(*) At the time of assignment Damiani S.p.A. were not yet listed on the Telematic Share Market managed and organized by Borsa Italiana (Italian Bourse S.p.A.)

NAME OR CATEGORY	QUALIFICATION	CHART 2						
		Options						
		<u>Section 2</u>						
		Newly assigned options based in the decision: <ul style="list-style-type: none"> o of the Board of Directors proposed for the meeting ● of the entity responsible to implement the Shareholders' resolution 						
		Date of the Shareholders' resolution	Type of instrument	Number of shares as a basis of the options assigned for each subject or category by the Board of Directors	Date of assignment of the options by the Board of Directors	Price of the operation	Market price on the assignment date (*)	Termination option
DIRECTORS OF CONTROLLED COMPANIES								
LONGAGNANI CARLO	Director Rocca S.p.A.	22/07/2009	Call option with liquidation on ordinary Damiani shares	n.60,000	24.09.2009	€ 1,60	€ 1,17	30.09.2012
QUESTA ANDREA	Director Alfieri St. John S.p.A., New Mood S.p.A., Damiani Manufacturing S.r.l.	22/07/2009	Call option with liquidation on ordinary Damiani	n.100,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012

	and Laboratorio Damiani S.r.l.		shares					
SUBJECTS WITH POWERS OF DIRECTION IN THE ISSUER AS PER INTERNAL DEALING PROCEDURE								
FROLA GILBERTO	Executive in charge of drawing up the Company's accounting documents	22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 20,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
PISANO ANTONELLA	Director Treasury, Finance and New Projects	22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 15,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
QUESTA ANDREA	General Manager Operations	22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 100,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
SANTORO FEDERICO	Director Marketing Corporate	22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 80,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
EMPRIN GILARDINI MARIO	Sales Manager Wholesale Abroad	22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 150,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012

MANAGERS OF THE ISSUER RELEVANT AS PER THE INTERNAL DEALING PROCEDURE

<p>MANAGERS OF THE ISSUER RELEVANT AS PER THE INTERNAL DEALING PROCEDURE</p> <p align="center">N. 4</p>		<p>22/07/2009</p>	<p>Call option with liquidation on ordinary Damiani shares</p>	<p>n. 215,000</p>	<p>24.09.2009</p>	<p>€ 1.60</p>	<p>€ 1.17</p>	<p>30.09.2012</p>
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MANAGERS OF THE CONTROLLED COMPANIES OF THE ISSUER AS PER INTERNAL DEALING PROCEDURE

<p>MANAGERS OF THE CONTROLLED COMPANIES OF THE ISSUER AS PER INTERNAL DEALING PROCEDURE</p> <p align="center">N.1</p>		<p>22/07/2009</p>	<p>Call option with liquidation on ordinary Damiani shares</p>	<p>n. 150, 000</p>	<p>24.09.2009</p>	<p>€ 1.60</p>	<p>€ 1.17</p>	<p>30.09.2012</p>
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OTHERS MANAGERS OF THE ISSUER

OTHERS MANAGERS OF THE ISSUER N. 5		22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 190,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
OTHERS MANAGERS OF THE CONTROLLED COMPANIES								
OTHERS MANAGERS OF THE CONTROLLED COMPANIES N. 2		22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 60,000	24.09.2009	€ 1.60	€ 1.17	30.09.2012
STAFF OF THE ISSUER								
STAFF OF THE ISSUER N. 4		22/07/2009	Call option with liquidation on ordinary Damiani shares	n. 70,000	24.09.2009	€ 1,60	€ 1.17	30.09.2012