

DAMIANI S.P.A.

Registered Office in Valenza (AL) – Piazza Damiano Grassi Damiani n. 1
Share Capital Euro 36.344.000,00 fully paid up
Tax Code and VAT no. 01457570065
Alessandria Register of Companies no. 01457570065 - REA no. 162836

NOTICE PURSUANT TO ARTICLE 84 OF CONSOB REGULATION NO. 11971/99

Damiani S.p.A. informs that, pursuant to the applicable provisions of law and regulations, the plans for the merger by incorporation into Damiani S.p.A. of the wholly owned subsidiaries Alfieri & St. John S.p.A. and New Mood S.p.A. are made available at the Company's registered office, together with the further documentation required by the regulations in force.

On July 30th 2012 the merger plans were also filed for registration with the Register of Companies of Alessandria, in compliance with regulations in force.

The merger plans and the financial statements as of March 31st, 2012 of the companies involved are also available on the Company's website at www.damiani.com.

The mergers will be submitted to the approval of the Board of Directors of Damiani S.p.A. pursuant to article 2505, paragraph 2, of the Italian Civil Code and article 20 of the Company's bylaws, subject to the right of the shareholders of Damiani S.p.A. representing at least 5% of the share capital to require, by registered letter with return receipt to be sent at the Company's registered office (to the attention of the Chairman of the Board of Directors) by August 7th 2012, that the decision of approval of the mergers is taken by the Shareholders' Meeting.

The minutes of the merger resolutions will be made available to the public with the modalities and within the terms provided by the regulations in force.

Valenza, July 30th 2012

For the Board of Directors
The Chairman
Dr. Guido Grassi Damiani