

DAMIANI

PRESS RELEASE

PROCESS OF REGULATORY SIMPLIFICATION ADOPTED BY CONSOB RESOLUTION NO. 18079 OF 20 JANUARY 2012

VALENZA, 7 SEPTEMBER 2012 – Notice is hereby given that, pursuant to art. 3 of Consob Resolution no. 18079 of 20 January 2012, Damiani S.p.A. has chosen to join the opt-out provisions in Articles 70, paragraph 8, and 71, paragraph 1-bis of Consob Regulation no. 11971/99 (and subsequent amendments), therefore making exceptions to the obligations to publish information documents required in connection with significant mergers, spin-offs, increases in capital by way of contributions in kind, acquisitions and disposals.

For more information:

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Damiani S.p.A.

Damiani S.p.A., founded in Valenza in 1924 and led 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 47 stores and 28 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.