

DAMIANI

HANDMADE IN ITALY SINCE 1924

PRESS RELEASE

MERGERS IN DAMIANI S.P.A. OF THE 100% CONTROLLED SUBSIDIARIES ALFIERI & ST. JOHN S.P.A. AND NEW MOOD S.P.A.

VALENZA, 8 October 2012 – We inform that, pursuant to the art.2505, paragraph 2, of the Italian Civil Code and art. 20 of the Corporate By-laws, the Board of Directors of Damiani S.p.A. has approved the mergers by absorption of the 100% controlled subsidiaries Alfieri & St. John S.p.A. and New Mood S.p.A. into Damiani S.p.A.

Today the mergers have also been approved by the respective Board of Directors of Alfieri & St. John S.p.A. and New Mood S.p.A.

The mergers will not have any effect on the shareholding of the Company.

The documentation relating to the aforementioned mergers is made available to the public at the registered office and on the website of the Company at www.damiani.com; the minutes of the merger resolutions will be made available to the public in accordance with the terms and conditions of the applicable laws and regulations.

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 direct stores and 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:

Paola Burzi
Investor Relations and Press Officer
Damiani Group
Tel: +39 02.46716340
Email: paolaburzi@damiani.it