DAMIANI S.P.A.

Headquarters in Valenza (AL) – Viale Santuario 46
Share capital Euro 36,344,000.00 i.v.
Fiscale Code and VAT n. 01457570065
Registry Companies in Alessandria n. 01457570065
REA n. 162836

CALLING AN ORDINARY SHAREHOLDERS' MEETING

The Shareholders will hold an ordinary shareholders' meeting on July 22, 2009 at 6:30 PM at company headquarters in Valenza (AL) on Viale Santuario 46 on first call and, if necessary, on second call on July 23, 2009 at the same time and place to discuss and resolve the following:

AGENDA

Ordinary Session
1.   Presentation of the Consolidated Financial Statements and the Yearly Financial Statements
     as at March 31, 2009. Report of the Board of Directors on management, of the Board of Statutory
     Auditors and the External Auditors Company; resolutions relative and consequent to the foregoing.

2.   Proposal to authorize the acquisition and usage of the company's own shares, subject to prior revocation of the resolution passed by the Shareholders' Meeting of 22 February 2008 because not utilized, together with all the inherent and consequent resolutions.

3.   Proposal to adopt plans based on financial instruments; pursuant to article 114, second part; of the Legislative Decree number 58/98, together with all the inherent and consequent resolutions.

 Those Shareholders will be entitled to attend the meeting and to vote for whom communication has been received from the Company as per Article 2370, paragraph 2 of the civil code, no later than two work days before the shareholders' meeting and whom as per the law and regulatons in force, are, on the date of the meeting, in possession of appropriate member certification given them by an authorized intermediary authorized under the law.

Documentation concerning the items on the agenda, as per laws in force, will be available to the public at company headquarters and at la Borsa Italiana (the Italian Bourse) S.P.A. under terms of the law and will be published on internet site www.damiani.com. Shareholders will have the opportunity to obtain copies of the deposited documentation.

Pursuant to article 84 of the Consob (Italian SEC) Regulations number 11971/99 ("Issuers' Regulations") the following points are highlighted:
- The Share Capital of the company is currently divided into 82,600,000 (eighty two million six hundred thousand) ordinary shares, with a nominal value of 0.44 (zero point forty four) Euros each,

- Each ordinary share gives the right to one vote in the Shareholders' Meeting.
- At today's date the Company holds 4.989.695 of its own shares regarding which, according to law, the voting rights have been suspended.
- Each Shareholder can have himself, or herself, represented at the Shareholders' Meeting by another person, even a non-Shareholder, by means of a written proxy, using the relative methodologies and within the limits laid down by law. On the premises of the authorized intermediaries, if there have been regularly deposited the shares for the relative attendance at the Meeting, a form can be obtained that can be used for conferring the proxy to be able to take part in the Shareholders' Meeting.

Please keep in mind that according to article 126 bis of D. Lgs. n. 58/98 the shareholders who, also jointly, represent at least a fortieth of the company capital, can request, within five days of the publication of the notice for the shareholders' meeting, to add items to the list for discussion, indicating in the request additional issues that they propose. Keep in mind as well, however, that, as per the law, the integration of items for discussion is not admitted for those items on which the Shareholders Meeting will make resolutions on proposals by administrators or based on a project or a report presented by them. Any integrated agenda list will be made public in the same manner as the present notice.

The Shareholders are courteously asked to come to the meeting before it is slated to begin so as to make the registration process easier.

Valenza, June 20, 2009

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