



FOR IMMEDIATE RELEASE

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**Pearle Vision® Continues its Focus on Franchise Opportunities
with the Announcement of Srinivas Kumar
as Senior VP and General Manager**

Proven Franchise Veteran to Lead Eyecare Chain

Cincinnati, OH – With the goal of rapidly expanding the number of franchise locations, Pearle Vision's new Senior Vice President and General Manager, Srinivas (Srin) Kumar brings more than 28 years of experience and a successful track record to the leading eyecare chain. Recognized as one of the top franchise opportunities, Pearle Vision's simple turnkey business model combined with the global power of parent company Luxottica, provides a strong platform for future growth.

Leveraging his recent experience as President and COO of Baskin Robbins International, a division of Dunkin Brands Inc., where he led a team that enjoyed significant growth and built strong relationships with the company's 4,100 franchised restaurants worldwide, Kumar will immerse himself in the Pearle Vision brand. His initial strategy includes meeting with and listening store associates and franchise community, connecting with the field team, and analyzing the current franchise opportunity. From there, Kumar will take these learnings and strengthen the Pearle Vision franchise business model, enhancing the programs to improve overall performance.

Pearle Vision currently has 700 company and franchise stores, with plans to add 25 to 30 new franchise locations per year. The company has created a smart and sensible way to run an optical business. Voted the number one optical franchise by *Entrepreneur Magazine*, there are many key advantages to being a Pearle Vision franchise such as the highly-recognizable brand name, strong marketing support and the ability to leverage top brands including Versace, Ray-Ban, and Vogue.

"Pearle Vision's status as a trusted name in the marketplace provides a great launching pad to grow and further develop the business," Kumar said. "I look forward to building on the already successful strategy and delivering a superior experience to our patients and customers."

In addition to serving as President and COO of Baskin Robbins International, Kumar also served as Chief Brand Officer Baskin Robbins Global and Vice President of Operations for Europe, Middle East, Canada, Latin America and Manufacturing for the company. He was instrumental in stabilizing the smaller business segment of the U.S. market, despite an economic downturn. Kumar began his career in sales and marketing with Unilever in India. He majored in physics from St. Stephens College, Delhi University in Delhi, India. He has also completed marketing, finance and organizational behavior courses at Heriot-Watt University in Edinburgh, UK.



About Pearle Vision:

<http://www.pearlevision.com/>

Luxottica Group S.p.A.

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with about 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe and a strong and well balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Australia, LensCrafters in China, GMO in Latin America and Sunglass Hut globally. The Group's products are designed and manufactured in six Italy-based manufacturing plants and two wholly-owned plants, one in China and the other in the United States, devoted to manufacturing sports eyewear. In 2010 Luxottica Group posted consolidated net sales of € 5.8 billion. Additional information on the Group is available at www.luxottica.com.

Safe Harbor Statement

Certain statements in this press release may constitute "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effect of the poor current global economic conditions on our business the ability to successfully acquire new businesses and integrate their operations, the ability to predict future economic conditions and changes in consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to achieve and manage growth, the ability to negotiate and maintain favorable license arrangements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, as well as other, political, economic and technological factors and other risks and uncertainties described in our filings with the Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and we do not assume any obligation to update them.