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PRESS RELEASE

BRUNELLO CUCINELLI: Global Offering of shares of Brunello Cucinelli S.p.A. to end the offering period for receipt of any further orders in advance on Monday 23 April 2012

Due to the high number of applications received compared to the number of shares offered in the Global Offering, the Company, in agreement with the Selling Shareholders, has decided to close the offering period before the scheduled term.

Books are anticipated to close on Monday **23 April 2012** (rather than the original date of Friday 27 April 2012). The anticipated payment date, and date of commencement of trading in the shares of the Company on the *Mercato Telematico Azionario*, is Friday **27 April 2012** (rather than the original date of Thursday 3 May 2012).

Pursuant to Paragraph 5.1.3 and Paragraph 5.2.3.7 of the Securities Note of the Italian Prospectus, on 23 April 2012 a notice advising of the new dates will be published in at least one daily economic and financial newspaper with nation-wide circulation and on the web site of the Company.

Brunello Cucinelli S.p.A. is an Italian fashion house that operates in the luxury goods sector, specialises in cashmere and has gradually become one of the most exclusive brands in the international casual-chic sector.

Brunello Cucinelli, founded in 1978 by the stylist and entrepreneur of the same name, today employs over 700 people and in 2011 reported a net turnover of Euro 243 million (+19% compared to the previous financial year), of which 70% was achieved overseas, and an EBITDA of Euro 40 million (up by 68% compared to the previous financial year).

The Group operates in more than 50 countries worldwide through a network of 60 single-brand boutiques located in the world's leading capital cities and most exclusive resorts (such as Milan, Paris, London, New York, Los Angeles, Miami, Moscow, Tokyo, Hong Kong and Shanghai) in the most exclusive resorts (such as Capri, St. Tropez, Porto Cervo, Cannes, Cortina, St. Moritz, Sylt and East Hampton), as well as through over 1,000 selected multi-brand outlets and top luxury department stores.

The success of Brunello Cucinelli S.p.A. is rooted in an Italian craft-made culture of high-quality, exclusive, contemporary products, with business conducted since the company's foundation in the mediaeval village of Solomeo, just outside Perugia.

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