



San Giovanni in Marignano, July 15th 2009

2009 FINANCIAL CALENDAR

Dear Analyst, Investor

We would like to communicate you the dates of the Aeffe's 2009 Financial Calendar:

February 3rd 2009: Aeffe Group Net Sales 2008 results

March 12th 2009: Board of Directors approves the draft of annual consolidated results (31st December 2008) and relative *conference call* 6.00 pm CET;

April 24th 2009: Annual Shareholders' Meeting approves annual consolidated results (31st December 2008);

May 14th 2009: Board of Directors approves 1Q 2009 consolidated results and relative *conference call* 6.00 pm CET;

July 31st 2009: Board of Directors approves 1H 2009 consolidated results and relative *conference call* 4.00 pm CET;

November 12th 2009: Board of Directors approves 3Q 2009 consolidated results and relative *conference call* 6.00 pm CET.

For further information do not hesitate to contact myself directly.

Best Regards

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