



2010 FINANCIAL CALENDAR

Dear Analyst, Investor

We would like to communicate you the dates of the Aeffe's 2010 Financial Calendar:

February 4th 2010: Aeffe Group Net Sales 2009 results

March 11th 2010: Board of Directors approves the draft of annual consolidated results (31st December 2009) and relative *conference call*;

April 29th 2010: Annual Shareholders' Meeting approves annual consolidated results (31st December 2009);

May 13rd 2010: Board of Directors approves 1Q 2010 consolidated results and relative *conference call*;

July 30th 2010: Board of Directors approves 1H 2010 consolidated results and relative *conference call*;

November 10th 2010: Board of Directors approves 3Q 2010 consolidated results and relative *conference call*.

For further information do not hesitate to contact myself directly.

Best Regards

Annalisa Aldrovandi

Investor Relations Officer

Tel. 39 0541 965494

Fax. 39 0541 959009

Email: annalisa.aldrovandi@aeffe.com