



2011 FINANCIAL CALENDAR

Dear Analyst, Investor

We would like to communicate you the dates of the Aeffe's 2011 Financial Calendar:

February 4th 2011: Aeffe Group Net Sales 2010 results

March 9th 2011: Board of Directors approves the draft of annual consolidated results (31st December 2010) and relative *conference call*;

April 21st 2011: Annual Shareholders' Meeting approves annual consolidated results (31st December 2010);

May 11th 2011: Board of Directors approves 1Q 2011 consolidated results and relative *conference call*;

July 29th 2011: Board of Directors approves 1H 2011 consolidated results and relative *conference call*;

November 9th 2011: Board of Directors approves 3Q 2011 consolidated results and relative *conference call*.

For further information do not hesitate to contact myself directly.

Best Regards

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