



**PRESS RELEASE**

**Aeffe: Shareholders' meeting approves the request to authorize a plan for the buyback and use of ordinary shares for the Company.**

The Shareholder's meeting of Aeffe S.p.A., the company listed on the STAR segment of Borsa Italiana, operating in the luxury sector, under renowned brand names such as Alberta Ferretti, Moschino, Pollini and JP Gaultier, approved today the plan for the buyback and use of ordinary shares for the Company.

The plan authorizes the Board of Directors to acquire, in one or more times, on a revolving basis, for a maximum period of 18 months, ordinary shares of the Company up to a maximum of 10% of its share capital, and to dispose of them without time restrictions.

The authorization provides that the share purchase price cannot be either higher or lower 10% compared with the reference price of the title in the stock exchange session before any such purchase transaction.

The aim of the operation is to execute investments consistent with the Company's strategy and to execute M&A deals through share exchange or any other special financial transactions that involve allocation or the availability of such shares.

In addition, the plan approved today by the shareholders' meeting allows Aeffe to accomplish activities, in compliance with the current regulations, intended to stabilize the company's share price in case of unusual stock market conditions, by facilitating the trading at times of reduced liquidity and supporting its regular flow.

San Giovanni in Marignano, 3<sup>rd</sup> March 2008

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