

77th Pitti Immagine Uomo: Piquadro presents its new outerwear collection, the result of its first collaboration with Studio Osti; turnover for the first nine months of the fiscal year ends at 36.9 million Euro; turnover for the third quarter (October- December) grew by 1.2%.

Florence - Fortezza da Basso, January 12 2010 Piquadro, the Italian business and travel leather goods brand with innovative design and high technological content, announces its agreement with Studio Osti for the creation of its new urban technical clothing line that will be presented at the 77th edition of Pitti Immagine Uomo.

The Piquadro 2010 Autumn Winter outerwear collection, the result of its collaboration with Studio Osti, is the product of the passion for experimentation and innovation that is the common denominator between Piquadro and Studio Osti, founded in the 70s by Bologna stylist Massimo Osti, inventor of the "casual high tech" look and creator of the brands C.P. Company and Stone Island. An original combination of linear and contemporary design and material research, the men's and women's outerwear collections are made up of 3 lines of down jackets, blazers, parkas and super-light and foldable overcoats.

The agreement with Studio Osti and the presentation of the new collection are a new, important step in the company strategy for continuous product differentiation and take place in a period that, despite the difficult economic situation, is altogether positive for Piquadro. In fact, Piquadro states that the consolidated turnover for the first nine months of the 2009/2010 fiscal year, ending on December 31, 2009, shows a result of approximately 36.9 million Euro, in line with the same period of the previous fiscal year (36.9 million Euro). In the third quarter, relevant to 2009 October-December period, turnover growth, compared to the same period of 2008, has been equal to 1.2%.

The third quarter interim management report as at 31 December 2009, relevant to the first nine months of the fiscal year, will be approved by the Board of Directors and published by 11 February 2010.

Piquadro S.p.A.

Piquadro is an Italian brand of professional and travel leather goods with an innovative design and high technological content. Quality, tradition and high-tech, perfectly combined in Piquadro's products, allow for the creation of accessories that are able to unite good looks with performance, which means comfort while using, space optimization and content protection. The heart of Piquadro is clearly expressed by the payoff of the "Tech Inside" advertising campaign, which is the founding concept behind the design of each product.

The origins of Piquadro date back to 1987 and the concept of Marco Palmieri who is President and CEO. Piquadro's headquarters are in Italy, in Silla di Gaggio Montano (Bologna), where the design, project, planning, acquisition, quality control, logistic, marketing, communication and distribution take place.

Piquadro sells its products in over 50 countries throughout the world through a distribution network that includes 75 Piquadro boutiques (45 in Italy and 30 abroad, 32 of which are directly operated stores and 43 in franchising).

In the fiscal year that closed on 31 March 2009, revenue reached 51.7 million euros (with a +12.4% in comparison to 31 March 2008). Piquadro is listed on the Italian Stock Exchange since October 2007.

PIQUADRO

For more information:

Klaus Davi Klaus Davi & Co.

Adriano Ronconi – a.ronconi@klausdavi.com
Federica Zanella – f.zanella@klausdavi.com
Tel. 02.860.542

Piquadro SpA

Media Relations Office - Paola Di Giuseppe
Tel 0039 0534 409001
paoladigiuseppe@piquadro.com

Piquadro SpA

Investor relationship- Roberto Trotta
Tel 0039 0534 409001
investor.relator@piquadro.com