

PRADA spa

PRESS RELEASE

STRONG GROWTH FOR PRADA IN THE 1ST HALF OF 2010

Milan, August 4th 2010 - Prada Group records a first semester 2010 - ended July 31 2010 - with a 29% revenues increase (24% at constant exchange rates), reaching consolidated revenues in excess of Euro 930 million; this is the result of a growth in all distribution channels.

It must be emphasized that the Retail channel scored a 41% rise at actual exchange rates and a 22% rise on a like-for-like basis (same perimeter and exchange rates).

The Far East still remains the most dynamic market with a 70% jump, followed by the USA, + 41% and Europe, +37%, confirming the success of all Group's products, and especially of Prada and Miu Miu brands.

PRADA Group

The PRADA Group is one of the world leaders in the luxury goods sector, operating actively with the Prada, Miu Miu, Church's and Car Shoe brands to produce and market high-quality handbags, leather goods, footwear, clothing and accessories. Furthermore, the Group operates in the eyewear, fragrances and mobile telephony sectors on the basis of license agreements. Its products are distributed in 76 countries around the world through 280 directly operated stores (DOS) and a network of selected luxury department stores, multi-brand stores and franchises.

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