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PRADA S.p.A.

Via A. Fogazzaro n. 28, Milan
Registry of Companies Milan, Italy: No.: 10115350158
(Incorporated under the laws of Italy as a joint-stock company)
(Stock Code: 1913)

DATE OF BOARD MEETING

PRADA S.p.A. (the “**Company**”) hereby announces that a meeting of the Board of Directors will be held on Tuesday, 29 November 2011 for the purpose of, among other matters, considering and approving the announcement of the unaudited quarterly results of the Company and its subsidiaries for the nine months ended 31 October 2011 for publication.

For and on behalf of
PRADA S.p.A.
Mr. Carlo Mazzi
Deputy Chairman

Milan (Italy), 17 November 2011

As at the date of this announcement, the Company’s executive directors are Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Carlo MAZZI and Mr. Donatello GALLI; the Company’s non-executive directors are Mr. Marco SALOMONI and Mr. Gaetano MICCICHÈ and the Company’s independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.