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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)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

The Company is making arrangements to ascertain the preferences of its Shareholders with respect to the election of language(s) and/or the means of receipt of its Corporate Communications in accordance with Rules 2.07A and 2.07B of the Listing Rules.

INTRODUCTION

In order to increase efficiency in communication with Shareholders and to contribute to environmental protection, PRADA S.p.A. (the “**Company**”) is making arrangements to ascertain how its Shareholders wish to receive future Corporate Communications from the Company: (i) by electronic means through the Company’s website at www.pradagroup.com; or (ii) in printed form, only in English, only in Chinese, or in both English and Chinese.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its Shareholders on 12 September 2011 (the “**First Letter**”) together with a reply form with a mailing label attached for posting within Hong Kong (the “**Reply Form**”), prepared in English and Chinese, to enable Shareholders to elect to receive future Corporate Communications: either (i) by electronic means through the Company’s website at www.pradagroup.com; or (ii) in printed form, only in English, only in Chinese, or in both English and Chinese.

The First Letter explains that if the Company does not receive the duly completed and signed Reply Form from the Shareholder on or before 10 October 2011, the Shareholder will be deemed to have consented to read all future Corporate Communications published on the Company’s website in place of receiving printed copies, and a notification of the publication of future Corporate Communications on the Company’s website will be sent to such Shareholder.

2. For those Shareholders who choose to receive Corporate Communications in printed form, the Company will send the selected language version(s) of the Corporate Communications to them unless and until they notify the Company's Hong Kong Share Registrar in writing (Address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong) or by email to prada.ecom@computershare.com.hk that they wish to receive the Corporate Communications in the other (or both) language(s), or by electronic means through the Company's website.
3. For those Shareholders who choose to receive Corporate Communications by electronic means through the Company's website, or for those Shareholders who are deemed to have chosen to receive Corporate Communications by electronic means through the Company's website, the Company will send a printed notification letter of the publication of the Corporate Communications on the Company's website by post to such Shareholders at their addresses as appearing in the Company's register of members maintained by Hong Kong Share Registrar.
4. When each printed Corporate Communication is sent out by the Company in accordance with the arrangements described in paragraph 2 above, a letter (the "**Second Letter**") and a change request form (the "**Change Request Form**") with a mailing label attached for posting within Hong Kong, prepared in English and Chinese, will also be sent out, specifying that the Corporate Communication prepared in the other language will be available upon request, and such Shareholders may change their choice of language(s) and/or the means of receipt of Corporate Communications by completing and returning the Change Request Form to the Company's Hong Kong Share Registrar.
5. Shareholders are also entitled at any time by reasonable notice in writing to the Company c/o Hong Kong Share Registrar to change the choice of language(s) and/or the means of receipt of Corporate Communications. Shareholders may also send such notice by email to prada.ecom@computershare.com.hk. With respect to Shareholders who have chosen (or deemed to have consented) to receive Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon request send the Corporate Communications to such Shareholders in printed form free of charge.
6. All Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company's website at www.pradagroup.com. Soft copies in both languages of all such Corporate Communications will be filed with the Stock Exchange on the same day they are dispatched to Shareholders and will be available on the website of the Stock Exchange at www.hkexnews.hk, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
7. The Company has provided a hotline service (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) in case Shareholders have enquiries in relation to the Company's proposed arrangements set out above.
8. The First Letter and the Second Letter will mention that both language versions of each Corporate Communication will be available on the Company's website and the hotline service is available as mentioned in the arrangements described in paragraphs 6 and 7 above, respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Corporate Communication(s)”	any document(s) issued or to be issued by the Company for the information or action of holders of any of the Company’s securities, including but not limited to:— <ul style="list-style-type: none">(a) the directors’ report and its annual accounts together with a copy of the auditors’ report;(b) the interim report;(c) a notice of meeting;(d) a listing document;(e) a circular; and(f) a proxy form.
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Shareholder(s)”	holder(s) of the ordinary share(s) with nominal value of €0.10 each in the share capital of our Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By order of the Board of
PRADA S.p.A.
Carlo Mazzi
Deputy Chairman

Hong Kong, 12 September 2011

As of 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.