December 3, 2014

Intel and Luxottica Group Announce Multiyear Collaboration for Wearable Tech

MIAMI--(BUSINESS WIRE)-- **THE NEW YORK TIMES INTERNATIONAL LUXURY CONFERENCE** – Intel Corporation and Luxottica Group S.p.A (MTA: LUX; NYSE: LUX) today unveiled a multiyear R&D collaboration to fuse premium, luxury and sports eyewear with smart technology.

This strategic alliance will push the boundaries of research and development to anticipate what smart technology for eyewear will look like in the future. The ultimate goal is to help pioneer that change and deliver smart, fashion-forward products that are meaningful and desirable to consumers. The first product from Intel and Luxottica is expected to launch in 2015.

“The growth of wearable technology is creating a new playing field for innovation,” said Intel CEO Brian Krzanich. “Through our collaboration with Luxottica Group, we will unite our respective ecosystems and bring together Intel’s leading-edge silicon and software technology with Luxottica’s design innovation and consumer expertise. We expect the combination of our expertise to help drive a much faster pace of innovation and push the envelope of what’s possible.”

"This is an incredible opportunity for us to continue to innovate and further shape the future of eyewear," said Massimo Vian, CEO of Luxottica Group. "Together with Intel, we will continue to develop the potential of wearables, expanding the limits of what eyewear can be. We'll lead the change to create frames that are as intelligent and functional as they are beautiful. Products that consumers will love to wear."

About Intel

Intel (NASDAQ:INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world’s first commercially available “conflict-free” microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel’s conflict-free efforts at conflictfree.intel.com.

About Luxottica Group

Luxottica Group (MTA: LUX; NYSE: LUX) is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world’s most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph

Lauren, Prada, Michael Kors, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, three wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2013, Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at http://www.luxottica.com.

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Source: Intel Corporation