

For Immediate Release

SapientNitro Appointed Interactive Partner for Sunglass Hut

-- Assignment also includes marketing promotions for key brands sold at leading sunglass retailer --

BOSTON, June 30, 2010—[SapientNitro](#), part of Sapient (NASDAQ: SAPE), has picked up interactive design and marketing duties for Sunglass Hut, the specialty retailer owned by Luxottica Group S.p.A. (MTA: LUX; NYSE: LUX), a global leader in premium fashion, luxury and sports eyewear, following a competitive review.

Sunglass Hut, with 2,000 stores around the world, has tapped SapientNitro to handle all digital marketing and Flash design on the Sunglass Hut [e-commerce site](#). In addition, SapientNitro will be responsible for supporting all online branding, seasonal marketing and digital promotions for key (Oakley, Revo and other) brands sold at Sunglass Hut.

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“SapientNitro is the perfect fit for Sunglass Hut, capable of partnering with us at the intersection of business strategy, advertising and marketing, and technology,” said John DeCaprio, vice president, web & eCommerce at Sunglass Hut. “The SapientNitro team demonstrated that they could help us solve e-commerce challenges, provide fresh creative and design ideas, and advise us in areas such as mobile, digital merchandising and social marketing. We’re excited about the business possibilities they’ve presented to us.”

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Eric Healy, SapientNitro vice president and project lead, said the team took a pragmatic approach to the pitch while showing how consumer-facing and back-end systems can and should work together. “We’re thrilled to be working with Sunglass Hut and appreciate their trust in us,” Healy said. “This assignment helps us build upon our deep expertise in retail and multi-channel commerce in the context of a fun and exciting fashion brand.”

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About Luxottica and Sunglass Hut:

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,300 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well-balanced brand portfolio. Luxottica’s key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group’s products are designed and manufactured in six Italy-based manufacturing plants, two wholly-owned plants in China and a sports sunglass production facility in the U.S. In 2009, Luxottica Group posted consolidated net sales of Euro 5.1 billion. Additional information about the Group is available at www.luxottica.com.

Sunglass Hut is the largest sunglass specialty retailer in the world with more than 2,000

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retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.

About SapientNitro

SapientNitroSM, part of Sapient®, is the world's first customer experience company. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication, and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapientNitro services global leaders such as Citi, The Coca-Cola Company, Mars, Singapore Airlines, Target, and Vodafone through our operations in North America, Europe, and Asia-Pacific. For more information, visit www.sapientnitro.com or follow us on Twitter [@sapientnitro](https://twitter.com/sapientnitro).

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