

RALPH LAUREN

Club Monaco Enters into Long-Term Licensing Agreement with Luxottica Group S.p.A.

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NEW YORK--(BUSINESS WIRE)--Oct. 24, 2006--Polo Ralph Lauren (NYSE: RL) today announced that the Company's subsidiary, Club Monaco, has entered into a long-term licensing agreement with a U.S. subsidiary of Luxottica Group, S.p.A. (NYSE: LUX; MTA: LUX) for the design, production and distribution of prescription frames and sunglasses under the Club Monaco brand. The new collection will be available for summer 2007 with distribution throughout the United States and Canada.

"We are excited to extend our growing accessories business into the important eyewear category," said John Mehas, President of Club Monaco. "The partnership with Luxottica is ideal as they have a strong portfolio of retail stores and they have a significant worldwide business that will continue to help us to build the Club Monaco brand internationally."

This agreement follows the Polo Ralph Lauren agreement with Luxottica Group S.p.A signed in February 2006 for the design, production and worldwide distribution of eyewear under the Polo Ralph Lauren brand. That agreement is effective January 1, 2007 and the new collection will be available in early 2007.

Luxottica Group is a global leader in eyewear, with nearly 5,700 optical and sun retail stores in North America, Asia-Pacific, China and Europe and a strong brand portfolio. In addition to a global wholesale network that touches 130 countries, the Group manages leading retail brands such as LensCrafters in North America and China, Pearle Vision in North America, OPSM and Laubman & Pank in Asia-Pacific and Sunglass Hut globally.

Club Monaco is a dynamic, international retail concept that designs, manufactures and markets its own Club Monaco clothing and accessories. Each season, Club Monaco offers men and women updated classics and key fashion pieces that are the foundation of a modern wardrobe. The brand's signature clean and modern style, gives classics an update through great design and a current sensibility. Currently, Club Monaco operates 66 stores throughout North America, and has 12 licensed stores throughout Asia and Dubai.

Polo Ralph Lauren Corporation is a leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For more than 39 years, Polo's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include "Polo by Ralph Lauren", "Ralph Lauren Purple Label", "Ralph Lauren", "Black Label", "Blue Label", "Lauren by Ralph Lauren", "Polo Jeans Co.", "RRL", "RLX", "Rugby", "RL Childrenswear", "Chaps", and "Club Monaco" among others, constitute one of the world's most widely recognized families of consumer brands. For more information, go to <http://investor.polo.com>.

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