



**SMITH SUPPORTS GOGGLES FOR DOCS
NEW AND USED EYEWEAR DONATED TO MEDICAL STAFF ACROSS THE US**

Padua/Portland, OR – April 2, 2020 – Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, announces that its own Smith brand has joined [Goggles for Docs](#), a movement to support local and national personal protective equipment (PPE) shortages across the US. Smith will provide ski goggles to healthcare workers who currently have no eyewear protection while treating patients in the wake of COVID-19.

The Goggles for Docs program materialized in just a few days to support hospital need, and is based solely on volunteer support and product donation. Smith is currently sending new and used goggles to fulfill hospital requests, and will continue to promote the program, encouraging its community to volunteer and donate on the individual level.

Beginning this week, Goggles for Docs is hosting a virtual Après Ski Music Series of live-streamed sets by featured artists – including Stephen Kellogg and Pete Kilpatrick Band – where listeners can tune in and donate goggles or cash contributions that will directly purchase additional protective gear for medical staff.

For more information, to donate or volunteer, please visit www.GogglesForDocs.com.

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara., Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2019 Safilo recorded net revenues for Euro 939 million.

About Smith:

Originating from Sun Valley, Idaho, Smith was founded in 1965 with the invention of the first snow goggle featuring a sealed thermal lens and breathable vent foam. With over 50 years of innovation and design experience, Smith is widely known today as an industry leader that pioneers advanced eyewear and helmets that incorporate dynamic technologies, optimized performance and clean styling to fuel fun beyond walls. Smith seeks to power thrilling experiences in snow, surf, bike, fish and peak performance outdoor adventures with a comprehensive collection that exudes modern style and vibrant personality. To Smith, the experience is everything. Smith is part of Safilo Group. Additional information is available at smithoptics.com.

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