



Fabio Cannavaro is the new Sting endorser

The captain of the Italian national football team has chosen to wear De Rigo sunglasses

Winning, bright, smiling: these are some of Fabio Cannavaro's characteristics which led De Rigo Vision to choose him as the new endorser of the **Sting** line.

Michele Aracri, President of the Board of Directors at De Rigo Vision, stated: "We made this decision straight away, because Cannavaro perfectly matches the target buyers of this eyewear line. He has a great image world-wide: he is a winning athlete, is young and trendy but he also has his own aggressive and independent style".

The De Rigo staff is highly enthusiastic about this choice. Barbara De Rigo, Sting Brand Manager, explains: "Undeniably, today Cannavaro is a symbol and representative of winning Italy, especially in Spain, where he is currently playing, but also in the Arab and South American countries, which are important markets for our company, where Cannavaro is a celebrity".

The agreement was signed in the last days and will last 18 months starting from January 2007. The Italian national captain will be the new face for the **Sting** products for man, two collections of sunglasses and one of reading glasses.

Sting's new face commented: "I have thought about wearing De Rigo glasses for years. When I played for Inter I saw Batistuta wearing them, followed by Beckham".

The creative campaign was entrusted upon the Adverperformance agency in Verona and envisages TV commercials both in Italy and Spain.

Barbara De Rigo explains: "The photo shooting set will be in Madrid to meet Cannavaro's professional needs.. The claim of the campaign shall be : "Sting, my personal stylist", signed Fabio Cannavaro, and

the pictures will reproduce some of the most representative elements of the product on Cannavaro's body".

The Belluno company has strengthened its team of endorsers for the year 2007: an agreement was also signed in July with Antonio Banderas for the Police line.

Developed from the historical De Rigo company, incorporated in 1978 by Ennio De Rigo, **De Rigo Vision s.p.a.** is currently one of the world leading manufacturers and retailers of high quality eyewear products. The company is located in the Belluno, in northeast Italy, the region in which most of Italy's eyewear industry is based. Current De Rigo Vision portfolio is made up by property and licensed brand names. Property brand names represent half corporate sales proceeds: **Lozza, Police e Sting**. Brand names on license are: **Celine, Chopard, Ermenegildo Zegna, Escada, Etro, Fila, Furla, Givenchy, Jean Paul Gaultier, La Perla, Pirelli**.

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