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PRADA S.p.A.

Via A. Fogazzaro n. 28, Milan, Italy

Registry of Companies of Milan, Italy: No. 10115350158

(Incorporated under the laws of Italy as a joint-stock company)

(Stock Code: 1913)

VOLUNTARY ANNOUNCEMENT

Sponsorship of the *Luna Rossa* yacht for its participation in the XXXIII America's Cup

The Board of Directors of PRADA S.p.A. (the “**Company**”) is pleased to announce that its wholly-owned subsidiary, Prada S.A. (“**Prada SA**”) has been invited to sponsor the participation of *Luna Rossa* yacht in the XXXIII edition of the America's Cup, which will be held in September 2013 in San Francisco, United States of America (the “**Luna Rossa Sponsorship**”).

Prada SA is currently negotiating the sponsorship agreement with Maestrale Holding S.r.l., a company that is indirectly controlled by the Company's President, Ms. Miuccia Prada Bianchi, and the Company's Chief Executive Officer, Mr. Patrizio Bertelli, in connection with the *Luna Rossa* Sponsorship (the “**Sponsorship Agreement**”). If the negotiations are successfully concluded, the Sponsorship Agreement will constitute a connected transaction for the Company under Chapter 14A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The total amount of the sponsorship under the Sponsorship Agreement is expected to be approximately Euro 40 million and will be paid in installments over the period starting from December 2011 to September 2013. The Sponsorship Agreement would constitute a connected transaction exempted from the independent shareholders' approval requirement under Rule 14A.32 of the Listing Rules but subject to the announcement and reporting obligations under Chapter 14A of the Listing Rules.

This announcement is made on a voluntary basis and the Company will make a further announcement in accordance with Chapter 14A of the Listing Rules when the negotiations in relation to the Luna Rossa Sponsorship have been concluded and the Sponsorship Agreement has been signed.

By Order of the Board
PRADA S.p.A.
Mr. Carlo Mazzi
Deputy Chairman

Hong Kong, 19 October 2011

As at the date of this announcement, the Company's executive directors are Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI, Mr. Carlo MAZZI and Mr. Donatello GALLI; the Company's non-executive directors are Mr. Marco SALOMONI and Mr. Gaetano MICCICHÈ and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI and Mr. Sing Cheong LIU.