



**GEOX SIGNED AN AGREEMENT WITH BAWAG TO DIRECTLY OPERATE 19 FRANCHISE STORES
IN THE AUSTRIAN MARKET**

Vienna - Biadene di Montebelluna February 8, 2011 - Geox S.p.A. and Austrian bank BAWAG P.S.K. today announce that they have entered into an agreement which will allow Geox S.p.A. to directly operate the 19 stores in Austria previously run by the Stiefelkönig Group under a franchising agreement.

"This transaction will allow BAWAG P.S.K. to focus on its core banking business," commented Byron Haynes, CEO of BAWAG P.S.K. "and enables us to further concentrate on the needs and demands of the Bank's customers and thus to expand our growth strategy in the Austrian banking business."

"I am very pleased with this agreement," commented Mario Moretti Polegato, Chairman and founder of Geox – "as it forms part of our long term strategy to develop and strengthen Geox network of monobrand stores both directly operated and run by franchise partners. We are satisfied with the recent performance of our directly operated stores, reflected in the Group's LFL sales, which rose by 6% in the first nine months of 2010, as already announced last November. This encouraging trend has continued in the last quarter of 2010. These 19 shops, which are located in the most important shopping streets and prestigious malls in Austria's main cities, including Vienna, Linz, Graz and Innsbruck, will allow us to consolidate our Group's expansion in this important market".

FOR MORE INFORMATIONS - GEOX

INVESTOR RELATIONS

Marina Cargnello: tel. +39 0423 282476; cell. +39 334 6535536; ir@geox.com

Livio Libralesso, CFO

Massimo Stefanello, Corporate Managing Director

PRESS OFFICE

Thanai Bernardini: tel. +39 0423 282529; cell. +39 335 7245418

FOR MORE INFORMATIONS – BAWAG P.S.K.

Head of Public Relations, Spokesperson - BAWAG P.S.K

Mag. Sabine Hacker

tel: + 43 (0) 5 99 05 – 31210

sabine.hacker@bawagpsk.com
