

Jimmy Choo and Inter Parfums^{SA} sign a fragrance licence agreement

Jimmy Choo and Inter Parfums^{SA} have signed a 12-year worldwide licence agreement commencing on January 1, 2010 for the creation, development and distribution of fragrances under the Jimmy Choo brand.

Since 1996, Tamara Mellon, Founder and President of the iconic British luxury lifestyle brand, has developed a sophisticated and exclusive universe of luxury shoes, handbags and accessories. By combining glamour and seduction, Jimmy Choo has built a unique and rich identity. Its signature brand is supported by a highly selective distribution network including over 100 boutiques in more than 30 countries throughout the world, as well as a presence in the most prestigious department and specialty stores.

For Joshua Schulman, Chief Executive Officer of Jimmy Choo, "Today's announcement is an important milestone for Jimmy Choo. Inter Parfums has a stellar

track record in luxury fragrances and we are honoured to be among their impressive roster of brands."

For Tamara Mellon, Founder and President of Jimmy Choo, "It has always been my vision to fully accessorize the woman and fragrance is an integral part of the modern wardrobe. Through the association with Inter Parfums, I look forward to bringing this important aspect of my vision to life."

For Philippe Benacin, Chief Executive Officer of Inter Parfums^{SA}, "This relationship with Jimmy Choo offers a perfect fit with our strategy of expanding our brand portfolio to include new universes and represents an important milestone in the company's development. This brand possesses the quintessential qualities to ensure the ambitious development of fragrance lines that will be supported by significant advertising commitments over the coming years."

London & Paris, October 5, 2009

About Jimmy Choo

Founded by Tamara Mellon in 1996, the luxury goods company Jimmy Choo was acquired by TowerBrook Capital Partners, the international private equity firm, in February 2007.

With a heritage in luxury footwear, Jimmy Choo today encompasses a complete luxury lifestyle accessory brand with women's shoes, handbags, small leather goods, sunglasses and eyewear. Its products are available in the growing network of Jimmy Choo freestanding stores as well as in the most prestigious department, specialty and duty free stores worldwide. From its original base in the United Kingdom and United States, the Jimmy Choo store network now encompasses over 100 locations in 32 countries.

Tamara Mellon, Founder and President, and Joshua Schulman, Chief Executive Officer, are in charge of the company's development which today enjoys the stature of one of the world's most treasured and prominent luxury brands.

About Inter Parfums

Founded by Philippe Benacin and Jean Madar in 1982, Inter Parfums^{SA} develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Burberry, Van Cleef & Arpels, Paul Smith and S.T. Dupont. The Company also owns Lanvin Perfumes and Nickel, a men's skin care company. The products are sold in over 100 countries worldwide in a selective distribution network.

In 2008, net sales totalled €265 million, net income exceeded €20 million and total shareholders' equity reached €155 million.

The Company has been listed on the Euronext Stock Market (FR0004024222 - ITP) since 1995.

Jimmy Choo

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