

GUCCI



THE RECORDING ACADEMY®

NEWS RELEASE

GUCCI TIMEPIECES & JEWELRY SIGNS EXCLUSIVE THREE-YEAR PARTNERSHIP WITH THE RECORDING ACADEMY®

*Specially Designed Items, Inspired by the GRAMMY® Awards,
to Benefit the GRAMMY Museum®*

MILAN, Italy, September 15th, 2010 — Gucci Timepieces & Jewelry and The Recording Academy® are pleased to announce the signing of an exclusive three-year partnership inspired by the GRAMMY® Awards. This unique fashion and music collaboration will be brought to life through a special- edition collection of Gucci GRAMMY watches and jewelry items designed by Gucci's Creative Director, Frida Giannini, proceeds from which will support a program dedicated to the restoration and preservation of milestone musical recordings for the enjoyment of future generations.

This new partnership not only underscores Gucci's own near 90-year history, during which time the House has counted among its most loyal clientele many iconic musical artists, but also its commitment to the preservation of the arts. In keeping with Gucci's five-year relationship with Martin Scorsese's non-profit organization, The Film Foundation, which has resulted in the restoration of six classic films to date, this new initiative will support the programs of the GRAMMY Museum® to preserve historically significant moments and recordings of our musical heritage.

"Music, much like film, is such a vibrant part of today's culture and it also frequently provides inspiration for my work as a designer," said Giannini. "As a fashion house with a rich history built over nearly 90 years, Gucci is proud to be at the forefront of initiatives like this that support the preservation of the arts. It's an honor to partner with The Recording Academy, which is not only considered to be one of the world's leading music authorities, but also a guardian of some of the greatest musical milestones."

"We have great admiration for the important contribution Gucci has made to the restoration and preservation of cinema in recent years, and are naturally delighted that it has now chosen to extend those efforts into music through this new partnership with The Recording Academy," said Neil Portnow, President/CEO of The Recording Academy, President of the GRAMMY Foundation®, and Chair of the Board of the GRAMMY Museum®. "With the increasing intersection between music and fashion, we are proud to collaborate with one of the most iconic and philanthropic fashion houses of today."

Music has been, and continues to be, a fundamental part of Gucci's heritage. Over time, Gucci has counted some of the world's most iconic musicians as fans, including GRAMMY Award-winning artists Fergie of the Black Eyed Peas, Mary J. Blige, Eric Clapton, Elton John, John Legend, Alicia Keys, Madonna, Rihanna, Ringo Starr, Rod Stewart, Barbra Streisand, Timbaland, and Justin Timberlake.

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About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (295 as of March 2010) and a small number of selected department and specialty stores. For more information about Gucci, please visit www.gucci.com and for dedicated news on Timepieces, www.guccitimepieces.com.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a follower on Twitter at www.twitter.com/thegrammys, a Facebook fan at www.facebook.com/thegrammys, and a channel subscriber at www.youtube.com/thegrammys.

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