



LEM SRL Società Unipersonale
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Galliate Lombardo, January 17th, 2011

LEM s.r.l. is pleased to announce that the company has taken the opportunity to go back to independence after four years in serving as a subsidiary of its parent company, Orange 21, Inc.

Stefano Lodigiani and Claudio Marcassa, members of the management team of LEM s.r.l., in participation with Nomec 92 s.r.l. and Greencube s.r.l., have entered into an agreement with Orange 21, Inc. on December 31st 2010, pursuant to which they acquired 90% of the capital stock of the company.

The company currently employs approx. 100 people and will seamlessly continue its operations from its existing production and warehouse facilities in Galliate Lombardo, Italy.

Claudio Marcassa - with LEM since 1996 - will continue to manage the Sales Dept. and the Product Development Division.

Stefano Lodigiani - with LEM since 2005 - will continue to act as the company's Managing Director.

LEM specializes in the manufacturing of sunglasses and sport goggles.

Since its establishment in 1984, LEM has been engineering and supplying products to many of the most reputed brands and companies in the eyewear industry across the world.

Operating now as an independent company, LEM's management is devoted to reignite the synergies with its new shareholders and the eyewear industry and plans to build the growth of the company on the foundations of the previous successes.

"Having worked together for the last few years" - commented Lodigiani and Marcassa - "we have built an unprecedented team, where transparency and trust amongst us is our belief. We are infusing this passion into our organization and transform it into vibrant attention to our customers' needs and awareness of shaping our own future.

We are very pleased to have completed the transaction and we are confident that - supported by a consolidated and passionate team of employees and by the very well reputed industrial partners that have joined us in this venture - we can deliver a profitable growth of our business through increased market shares.

Now, more than ever before, we need to communicate our capabilities. At the end of the day, if we can meet customer needs, we will carve that path forward and succeed together".