

i n t e r p a r f u m s



Montblanc and Inter Parfums sign a fragrance license agreement

Montblanc International ^{GmbH} and Inter Parfums ^{SA} have signed a license agreement to create, produce and distribute perfumes and ancillary products under the Montblanc brand. This license agreement for ten and a half years will take effect on July 1, 2010.

Montblanc fragrances are distributed in 50 countries worldwide.

Lutz Bethge, Chief Executive Officer of Montblanc, declared: *“Montblanc has achieved a world-renowned position in the luxury segment and become a purveyor of exclusive products which reflect today’s exacting demands for timeless design, tradition and master craftsmanship. In the past few years, Montblanc’s product range has been expanded to Swiss made watches, male accessories and female jewellery, luxury leather goods and eyewear. We believe that Inter Parfums will be a good partner to further develop and establish the brand successfully in the fragrance segment”.*

Philippe Benacin, Chairman and Chief Executive Officer of Inter Parfums, added: *“Through its leadership positions in writing instruments, watches and leather goods, promising growth outlook in women’s jewellery, its active presence in more than 70 countries, a network of more than 350 boutiques worldwide and its high standards of product design and quality, Montblanc offers growth potential for development in fragrances and ancillary products. This partnership with the world-renowned more than 100-year-old luxury brand will further strengthen the Group’s prospects for continued expansion in the selective perfume market”.*

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