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**Fila signs a licensing agreement with Ferrari
and becomes an official supplier of the F1 Team**

(Biella, Italy, June 12, 2001) - Fila Holding S.p.A. (NYSE:FLH) and Ferrari S.p.A. announced today that they have entered into a three year worldwide licensing agreement whereby Fila will develop and sell sportswear apparel products bearing the Ferrari brand name as well as athletic shoes.

This broad partnership entitles Fila to become an official supplier of the Ferrari/Marlboro team, providing on-track and off-track uniforms to the F1 team, as well as of the Ferrari Challenge Gt races in the USA, Europe and Japan.

This agreement will generate additional business of around 75 - 100 million Euro throughout the 2002 - 2004 license.

Under this licensing contract, Fila will develop two different collections: the "Ferrari Collection", a high quality and exclusive line inspired by the story and technology of the carmaker brand, and the "Tifosi Collection", a complete merchandising line dedicated to the fans of the prancing horse. On top of this Fila will



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produce the Formula One Team replica and a dedicated kids collection.

The contract has a broad scope covering the 2002-2004 period, with an option for a three year renewal and plans to generate synergies at the retail, co-marketing and Internet levels. On the retail side, Fila will create an area fully dedicated to Ferrari licensed products in all its stores around the world.

Mr Michele Scannavini, CEO of Fila, said:

"We are particularly pleased with this partnership that links Fila to Ferrari, the most prestigious and admired Italian brand around the world. Ferrari represents the best expression of the Italian spirit, sport elegance and passion in which we are positioning our new brand identity. We expect from this initiative a strong pay-back of the investment both in terms of Brand image and additional revenues."

Fila Holding S.p.A., headquartered in Biella (Italy) and listed on the New York Stock Exchange is a 54.6% owned subsidiary of the Holding di Partecipazioni Industriali (HdP); Fila is a leading designer and marketer of footwear and apparel for sport and free time. Fila has created strong brand recognition by marketing products with a high design and style content and by securing professional athletic endorsements.

Ferrari S.p.A., headquartered in Maranello (Italy) With the brands Ferrari and Maserati, the Ferrari Group is present in 43 countries through a commercial network that has more than 300 points of sales all around the world. With a global turnover of 893 million Euro in the year 2000 and more that 2700 employees, Ferrari has come back to Formula 1 World Drivers & Constructors Title last year, with the F12000 Ferrari. At the same time, it has obtained extremely excellent results in commercial terms (6,099 units sold - 4,072 Ferrari, 2,027 Maserati) as well as recognition of the product line: the huge success of the Ferrari 360



Modena, 360 Spider, 550 Maranello and 456m GT and GTA,
together to the success of the Maserati 3200GT.