

Cornerstone International Group

NEWS RELEASE

For Immediate Release:

May 24, 2010 Massimo Bonello—Keynote Speaker at Cornerstone's Rome Conference

Reporting directly to Giorgio Armani, Massimo Bonello heads up the Human Resources function for the entire company, worldwide (\$2.3 billion USD/year). Mr. Bonello will be a Keynote Speaker at the Annual Global Conference scheduled for this June and sponsored by Cornerstone International Group, a leading Retained Executive Search and HR Consulting organization throughout the world.

Cornerstone's 2010 Global Conference will be held at the beautiful Grand Regent/Ritz Hotel in Rome, Italy, June 9 to June 12. Bonello will be the Keynote Speaker on the evening of Friday, June 11—authorized press representatives are invited to attend but must RSVP beforehand with William Guy, Chairman & CEO of Cornerstone International Group: billguy@cornerstoneintl.com.

Cornerstone International Group (www.cornerstone-group.com), one of the world's 10 largest retained executive search organizations, has over 100 offices strategically positioned in virtually all of the major business centers around the globe. Its client list includes half of the 1,000 largest global firms, including 9 of the top 10 largest multi-nationals. Cornerstone offers Retained Executive Search and Human Resources Consulting such as Executive Onboarding & Transition Acceleration, Assessment & Training, Turnaround Management, Executive Coaching, Turn-key Compensation & Benefits Services, Background Investigations, Interim Management, plus full-service general management consulting including M&A Leadership Assessment.

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Massimo Bonello was born and raised in Torino where he was educated up to the level of a University Degree in Law.

Massimo started his career with **Fiat Group**, initially serving in the Human Resources Department at Fiat's Italian headquarters and later in Madrid, Spain. He returned in Italy to be placed in charge of Human Resources for Fiat Group Affiliates such as Magneti Marelli and Marelli Autronica.

In 1992, he joined the **Vegè Group** as Human Resources Director of Sidis. He was then invited to become Director HR&O at Coca Cola Italy (1994 to 2000). In that capacity, he was a member of the Steering Committee of Assobibe (Association of Beverage Companies in Italy) and part of Assolombarda (Association of the Industries in Lombardia).

In 2000, Massimo joined the **Giorgio Armani Group**, where he is presently, with Worldwide responsibility for HR&O (Human Resources & Organization), reporting directly to Giorgio Armani.

In addition to his professional responsibilities mentioned above, Massimo is a lecturer on the subject of HR Management at the main business schools in Italy and is the author of books and articles on Labor Relations matters with an accent on Labor Flexibility and Tools of Management Development.

HISTORY OF GIORGIO ARMANI, S.p.A.

After experimenting with medical school, photography, and fashion-buying, Giorgio Armani designed a menswear line for Nino Cerruti in 1964. Six years later Armani left Cerruti to affix his own label on the fashion industry. He soon made his name when in 1974 his leather bomber jackets changed the way leather was used in fashion. In 1975 Armani and partner Sergio Galeotti sold their Volkswagen and used the money to form Giorgio Armani S.p.A. Galeotti ran the business; Armani made the clothes. The company soon launched the Armani label with the "rumpled jacket," a loosely unstructured alternative to traditional suits. Fred Pressman, buyer for upscale department store Barneys New York, was one of the company's first customers, spending \$10,000 for the exclusive New York rights to Armani. Americans spent \$90,000 on Armani goods during the company's first year in business. As the company grew, it signed a license with Italian textile company Holding di Partecipazioni to produce its men's and women's lines.

As business went global in the 1980s, Armani suits (for men and women) were an icon of high-powered success. Hollywood's love affair with the designer began in 1980 when the designer dressed actor Richard Gere in the film *American Gigolo*. The film and Gere's character inextricably linked Armani's understated look with Hollywood glamour. Two years later the designer appeared on the cover of *Time* magazine, the first to do so since Christian Dior in the 1940s. In the late 1980s Armani helped start a popular trend of designers dressing celebrities. Armani covered basketball coach Pat Riley and film stars Sharon Stone and Warren Beatty from the Los Angeles store that he opened in 1988. Through its manufacturing subsidiary Simint, Armani launched the mass-market label Armani Exchange in 1991. In 1996 the company opened flagships in Tokyo, London, and New York.

In 2000, amid concerns about the company's ability to outlive the man, Armani appointed several key executives and began bringing major production licenses back in-house. The company formed a joint venture with fellow Italian designer Ermenegildo Zegna to produce and market his menswear collections and bought two factories from Holding di Partecipazioni Industriali. Armani also launched a cosmetics line, a new perfume, and a home furnishings line. Giorgio Armani was also the first living designer to be featured in a retrospective at the Guggenheim Museum in New York.

Armani formed a joint venture company with Vestimenta in 2001 for the production and distribution of men's and women's clothing. That year it also bought the rest of Simint it didn't already own.

2002 brought two new production companies: Deanna SpA, manufacturer of knitwear, and I Guardi and four specialized shoemaking factories.

Cornerstone International Group offers a wide variety of professional services including:

RETAINED EXECUTIVE SEARCH (ranked #1 in primary business markets): Board Search, Executive Search, Professional & Industry Recruiting; Second-Opinion Evaluations; Management and Board Reference Checking.

HUMAN RESOURCES CONSULTING:

Leadership Assessment; Compensation & Benefits; HRIS; Labor Relations; Employee Communications; Organizational Development & Training; Succession Planning; Outplacement; etc.

BOARD & GENERAL MANAGEMENT CONSULTING

Board Governance (including Sarbanes-Oxley compliance); Board Compensation; Board Assessment (individual and/or group assessment); Strategic and Succession Planning; Turnaround and Interim Management; Mergers & Acquisitions.