



PRESS RELEASE

Lognes, 30 March 2010

Confo Dépôt opening in Aulnay-sous-Bois

The new concept Conforama stock liquidation store, Confo Dépôt, is opening this Wednesday, 31 March 2010 in Aulnay-sous-Bois, Seine Saint-Denis.

This new, self-service store format offers a wide range of furniture, household electrical appliances and decorative items at very attractive prices.

Thierry Guibert, Chairman and CEO of Conforama declared: *“The opening of this new concept store plays a full part in the brands strategy for refocusing on its basics: discount and proximity. At the heart of our corporate project, Confo Dépôt represents a new step in our desire to propose a discount offer to our customers that is ever suited to their needs. This inauguration will be accompanied by the launch, on our website conforama.fr, of a dedicated stock liquidation area for each of our stores in France.”*

Confo Dépôt Aulnay-sous-Bois opening hours:

Monday - Friday*: 14:00 – 19:30

Saturday: 09:30 – 19:30

Sunday: 14:00 – 19:00

*except Tuesday, closed all day

About:

Conforama (a subsidiary of the PPR group) is the world's second largest retailer of home furnishing, with a network of 238 stores, including 188 units in France and 8 in French overseas departments and territories. In addition, Conforama operates 50 stores – 45 under the Conforama name and 5 Emmezeta-branded units – in six countries: Spain, Switzerland, Portugal, Luxembourg, Italy and Croatia. Conforama sales amounted to € 2.928 billion in 2007. Conforama has 13 400 employees. For more information: www.conforama.fr

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €16.5 billion in 2009. The Group is present in 60 countries with approximately 73,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPFPA).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).

