



PRESS RELEASE
Paris, 4 November 2009

**The PPR Foundation for Women's Dignity and Rights
announces the launch of its website www.fondationppr.org**

Created in January 2009, the PPR Corporate Foundation aims to fight violence against women and to promote women's empowerment. The Foundation supports projects in partnership with local and international NGOs and invites the 88,000 employees of the Group to get involved.

The website, which is accessible at: www.fondationppr.org, has been designed as a genuine tool to serve the Foundation's objectives.

Structured around an innovative arborescence, its role is twofold: to present the actions and projects supported by the Foundation, and to make web users aware of women's rights.

The website's Home page, which has been designed as a progressive puzzle of current news and events, offers different ways of accessing information through publications such as testimonials, articles, blog posts and video reports; but also themed files with definitions, statistical data and links to specialised websites. The sixty-second video as introduction to the website offers a meaningful look at the women and sets the tone of the Foundation's mission.

The website offers numerous possibilities for interaction: you can post an online project to request some support, take a 'world tour' of the Foundation's work through a map, and keep up to date with the Foundation's current news and events using several communication tools – blog, RSS feed, newsletter and bookmarks – which enable the information to be shared on FaceBook, Twitter or Digg.

Céline Bonnaire, Executive Director of the PPR Foundation announced the following: *“Through the Foundation's website, we not only wish to make a maximum number of people aware of violence against women, but we also wish to rally together as many PPR employees as possible, by making them want to get involved in the projects supported by the Foundation. We designed the website as a resources and information centre on women's dignity and rights by offering web users different navigation methods according to their profile: NGOs, officials, PPR employees, journalists, general public. The originality of the graphic design, which is sober with a human touch, effectively reflects the importance of the subjects that the Foundation defends.”*



About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €20.2 billion in 2008. The Group is present in 94 countries and territories with approximately 88,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PP FP).

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, CFAO, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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