

Paris, 16 November 2010

Redcats announces the acquisition of Castaluna

Paris (France), 16 November 2010 – Redcats has just announced the acquisition of 100% of castaluna.com, a pure player specialising in plus size fashion. This acquisition consolidates the leadership of the Redcats group in the field of fashion sales for larger sizes on the Internet in France, Europe and the United States.

Redcats' portfolio of specialized brands for the plus size fashion market in the United States and Europe brings in turnover of more than one billion euros. Its website, OneStopPlus.com, the leading plus size fashion website in the United States, was recently launched in Europe. By buying Castaluna, Redcats wants to continue its development in this market on the Internet.

By joining Redcats, Castaluna will have access to the group's financial, marketing and operational resources to boost its development in France and abroad. This young start-up will maintain its independence within the group. Its founders are pursuing their entrepreneurial adventure and are giving themselves the means to further drive the growth of the website.

Press Contact:**Nicolas Pérignon**- **00 33 1 56 92 98 20** -nperignon@redcats.com**About Redcats**

Standing at the forefront of fashion, design and e-commerce, Redcats brings together 17 brands in home shopping: Avenue®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome®, OneStopPlus.com®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, Vertbaudet, Cyrillus, Somewhere, Stella McCartney Kids, Castaluna, Daxon and Ellos, present in 30 countries. Redcats generated 3.386 billion euros of sales in 2009, including 47% on Internet and employs approximately 16,000 associates. Redcats distribution network combines e-commerce web sites (more than 60) catalogues and stores (more than 600). Redcats is a PPR Company. For further information: www.redcats.com

About Castaluna

Launched in October 2009 by Nica Stapel and Giorgia Tedeschi, Castaluna.com markets more than 40 brands, in the Ready-to-Wear, Lingerie, Accessories, and Shoes sector, all aimed at offering glamour and exclusivity, with the only specificity being the larger sizes. Thanks to these numerous brands, larger women at last have their very own "department store" and can go fashion shopping, give in to temptation, and choose according to style, appearance and trends without worrying about size! For further information: www.castaluna.com