

RALLYE

2010 first quarter consolidated net sales

Rallye Group consolidated net sales by business segment

Consolidated net sales (in €M)	Q1 2010	Q1 2009	Change QoQ	Change QoQ Organic (*)
Casino (**)	6,608.9	6,256.2	5.6%	3.5%
Groupe GO Sport	164.2	171.7	(4.4)%	(6.9)%
Other (***)	4.0	2.1	-	-
Total Rallye Group	6,777.1	6,430.0	5.4%	-

(*) Based on constant scope of consolidation and exchange rates

(**) 2009 data restated for the sale of Super de Boer

(***) Relative to holding activity and investment portfolio

During the first quarter of 2010, Rallye consolidated net sales reached " 6.8bn, up 5.4% compared to the first quarter of 2009.

CASINO: FIRST QUARTER SALES UP 5.6% AND ORGANIC GROWTH ACCELERATION: 3.5% (vs. 0.1% IN Q4 2009)

During the first quarter, Casino consolidated net sales rose by a sustained 5.6%. The favourable impact of the consolidation of Ponto Frio by Grupo Pão de Açúcar was offset by the deconsolidation of Venezuelan operations¹ as of January 1, 2010, leading to a negative 1.2% impact from changes in the scope of consolidation. However, Casino benefited from a positive 3.4% currency effect, as well as from the impact of higher petrol prices (0.9%). Organic growth for the first quarter stood at 3.5% (2.6% excluding petrol), representing a noticeable acceleration from fourth-quarter 2009 (down 0.2% excluding petrol).

In **France**, the sales trend improved, with organic sales excluding petrol slightly down 0.9% (vs. a 2.7% decrease in fourth-quarter 2009). The convenience formats (Casino Supermarkets, Monoprix, Superettes and Franprix) reported a tangible improvement in performance, with a gain in total sales during the period, and Cdiscount maintained its strong sales momentum. The sales trend at Géant Casino and Leader Price gradually improved over the quarter, reflecting the initial impact of reinvesting the gains from the pooled purchasing of private-label and value-line products.

International operations, which represented 36% of sales, saw a sharp acceleration in organic growth, to 10.6% (from 4.8% in fourth-quarter 2009). Operations in South America reported double-digit growth (13.3%), impelled notably by the very strong gains in Brazil. In Asia, organic growth remained brisk, rising 7.3% on the back of firm sales in Thailand and sustained strong growth in Vietnam.

The solid first-quarter performance attested to the good positioning of Casino's business portfolio, characterised in France by a favourable business mix, weighted towards the convenience and discount formats, and leadership in the non-food e-commerce segment, and in international markets by leadership positions in countries with high growth potential.

¹ On 17 January 2010, President Hugo Chavez announced the nationalisation of the Exito hypermarkets operated in Venezuela. Talks are still underway with the government with a view to selling a majority stake in Cativen, the company which consolidates all the Group businesses in Venezuela.

GROUPE GO SPORT: FIRST QUARTER SALES DOWN 4.4% BUT TREND IMPROVEMENT CONFIRMED AT COURIR AND GOOD PROGRESSION OF SALES IN POLAND

During the first quarter, consolidated net sales reached " 164m, down 4.4% compared to the first quarter of 2009, and down 6.9% on a same-store basis and at constant exchange rates.

In **France**, the **GO Sport banner** sales were down 7.4% compared to the first quarter of 2009 (-9.1% on a same-store basis and at constant exchange rates), hampered by the modest performance of the winter sales and by a lower average selling price. **Courir** (excluding Moviesport) reported almost stable sales compared to the first quarter of 2009 (-0.7% and -1.3% on a same-store basis and at constant exchange rates). The banner's results improved significantly in February and in March, mainly due to the textile offer deployment, thereby confirming the trend improvement initiated during the fourth quarter of 2009.

In **Poland**, GO Sport reported a good progression of its sales at constant exchange rates (+6.8% in zlotys, on a non same-store basis), notably due to an increase in traffic and average basket, and to the opening of three stores in 2009. Net sales in euros benefited from a positive currency effect during the first quarter (+20.4%).

OUTLOOK

- **Casino** is confident in its ability to strengthen its market share in France by improving the price competitiveness of its banners through the reinvestment of purchasing gains and by faster expansion in the convenience and discount formats. Internationally, the quality of the Group's assets should drive further strong and profitable business growth. Casino will pursue its " 1 billion asset disposal programme and confirms its target of a net debt/EBITDA ratio of less than 2.2 at year-end 2010.
- **Groupe GO Sport** remains convinced of the relevance of its action plan aimed at improving its sales and profitability, and intends to pursue the deployment of its strategy.
- As to **the investment portfolio**, the disposals will be pursued according to the Group's commitment in commercial real estate as well as in Private Equity.

FINANCIAL SITUATION

- During the first quarter, the Group reinforced its liquidity situation through a successful new " 500m bond issue in March 15, 2010, maturing in March 2014 and allowing Rallye to extend its debt maturity. Moreover, the bond due October 2011 has been reduced by " 116m following a simultaneous cash tender offer.
- As to its stake in Mercialis, Rallye sold 2.0 million shares in the market since December 31, 2009, for an amount of " 51m. As of today, Rallye therefore holds 0.2 million shares, valued at " 4m².
- Rallye confirms its commitment to keep on improving its financial structure and to reduce its net debt, notably through the disposal of the investment portfolio by year-end 2012.

Calendar:

Wednesday, May 19, 2010: shareholders meeting
Friday, July 30, 2010: second-quarter consolidated net sales and 2010 first-half results

For more information, please consult the company's website: www.rallye.fr

Contact:

Didier CARLIER
+33 (0) 1 44 71 13 73

² Valuation based on Mercialis closing market price as at April 13, 2010 (" 25.92 /share).