

**First 6-months results - September 2010**  
**Total sales up 33% to €24 million**  
**Business volume on upward trend**

**Significant points for first half year period:**

- Strong upturn in Home Décor activity
- Printing activity remains buoyant
- Upturn in Hardware activity with major breakthroughs in certain geographical zones
- Total sales up €5 million for the period at constant currencies
- Q2 total sales up by over 50%

Consolidated Sales – first 6 months (April 1<sup>st</sup> – September 30<sup>th</sup> 2010)

In M€ (non-audited)	April 1 <sup>st</sup> – September 30 <sup>th</sup> 2010				Q2: July 1 <sup>st</sup> 2010 – Sept 30 <sup>th</sup> 2010			
	2010/2011	2009/2010	Var. M€	Var. %	Q2 11	Q2 10	Var. M€	Var. %
Printing activity	<b>13.29</b>	10.31	<b>2.98</b>	+28.9%	<b>6.70</b>	4.19	2.51	+60.0%
Hardware activity	<b>10.67</b>	7.71	<b>2.96</b>	+38.4%	<b>5.33</b>	3.49	184	+52.7%
<b>Total 6 months</b>	<b>23.97</b>	<b>18.02</b>	<b>5.95</b>	<b>+33.0%</b>	<b>12.03</b>	<b>7.68</b>	<b>4.35</b>	<b>+56.7%</b>
Total (constant currencies)	<b>23.02</b>	<b>18.02</b>	<b>5.00</b>	<b>+27.7%</b>	<b>11.62</b>	<b>7.68</b>	<b>3.94</b>	<b>+51.3%</b>

**Printing**, excluding Home Décor, is up by 14.5% at **€9.7 million**. Activity growth is variable from one geographic area to another.

**Home Decor** sales confirm their recovery and stand at **€6 million**. Home Decor activity records an increase of 30% compared to the same period 2008/2009, last year Q2 sales are not comparable due to the impact of strategies to reduce inventories observed during that period.

**Hardware** sales (excluding Home Decor) are up by 27.6% at **€8.3 million**, with a significant increase in Africa and the Middle East. In the other areas, sales levels remain down on past performances.

Taking both performance and the ongoing fixed costs reduction policy into consideration, the Group should consolidate the level of operating profit recorded in S2 2009/2010.

**Outlook**

On September 30, 2010, order backlog, primarily composed of orders for "Hardware", stood at **€6.6 million**. Despite the continuing uncertainty concerning the international economic situation, there has been an upsurge in requests for quotes from advertising professionals (including the market leaders who had previously frozen their capital budgets) with a marked interest for the Group's latest product lines (Graph'it, Prismatronic, scrolling signs).

Next press release:

6-months results: November 30<sup>th</sup>, 2010, after closure – SFAF Conference call December 1<sup>st</sup>, 2010

**PRISMAFLEX INTERNATIONAL**  
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