

RELEASE

Wednesday 25 May 2011

NOTICE OF MEETING

COMBINED SHAREHOLDERS' MEETING ON 30 JUNE 2011

Notice is hereby given that a Combined Ordinary and Extraordinary Shareholders' Meeting will take place at The Pullman Marseille Provence Hotel, Marseille Provence Airport, 13728 Marignane, France, on 30 June 2011, at 14:30.

The notice of meeting, published in the BALO (Bulletin des Annonces Légales Obligatoires) on 25 May 2011 (Bulletin n°62), contains the agenda, the draft resolutions of the Board of Directors and the formalities for participating and voting in the Combined General Assembly. This notice (in French) is available on the company's website : www.laperlaworld.com, in the section : Stock Exchange / Documentation/Assemblées Générales.

In accordance with the conditions and time limits specified in Articles R. 225-88 and R. 225-89 of the French Commercial Code, all documentation in relation to this Annual General Meeting (referred to in Articles R225-81 and R225-83 of said Code) will be held at the shareholder's disposal, either at the Company's Head Office or shareholders may ask for this documentation be sent to them by mail by sending a written request to La Perla World - 350, avenue JRGG de la Lauzière - 31 parc du Golf, CS 90519 - 13593 Aix-en-Provence Cedex 3 – France.

For more information :

Mr Jean-Christian Bal : Deputy General Director – Mrs Aurélie Gebhardt : Financial Director

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