



## **Leader Price and Géant Casino about to redeploy operations on Réunion**

Leader Price, Géant Casino and Groupe Caillé, an independent Réunion retailer, confirm that they are in talks concerning the rebranding of Caillé stores as Leader Price and Géant Casino banners. This process would be carried out as follows:

- under a franchise agreement, the two hypermarkets that Caillé currently operates under the Hyper Champion and Hypercrack banners would be rebranded as Géant Casino banner.
- under a master franchise contract, the 28 supermarkets it currently operates directly or indirectly under the Champion and Dia banners would be rebranded as Leader Price banner.

The 30 stores would be converted to the new banners in September and October 2009, providing for 15 of them that the sub-franchisees agree to the change.

The agreement would enable the Géant Casino and Leader Price banners to maintain and strengthen their position in Réunion, thereby confirming their commitment to delivering the solutions that meet local shoppers' expectations both in terms of quality and purchasing power.

Representing an in-store business volume of nearly €400 million on a yearly basis, the agreement also illustrates the attractiveness of the Géant Casino and Leader Price banners and their Casino and Leader Price private label brands.

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