

Christian Dior

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PRESS RELEASE

ORGANIC REVENUE GROWTH OF 13% IN THE FIRST QUARTER

The **Christian Dior Group** recorded revenue of 4.6 billion Euros in the first quarter of 2010. Organic growth (at comparable structure and exchange rates) stood at 13% compared to the same period in 2009. The Group continues to perform well in Asia and has seen a strong rebound in the United States and Europe.

On a current exchange rate basis, progress was as follows:

(in EUR Millions)	<u>Q1 2010</u>	<u>Q1 2009</u>
Christian Dior Couture	180	169
LVMH	4,472	4,018
Eliminations	<4>	<5>
TOTAL	4,648	4,182

LVMH recorded revenue of 4,472 million Euros, reflecting organic growth of 13% compared to the first quarter of 2009.

All of the business groups recorded double-digit organic revenue growth. Wines & Spirits and Watches & Jewelry both benefited from the end of destocking by distributors seen throughout 2009 and from a recovery in final consumer demand. Louis Vuitton registered double-digit organic revenue growth, a performance which is even more remarkable when compared to the first quarter of 2009 which itself had shown strong growth.

Christian Dior Couture revenue in the first quarter of 2010 stood at 180 million Euros, an increase of 8% at constant exchange rates. Retail activity confirmed its growth momentum with an increase in sales of 16% at constant exchange rates. All regions contributed to this performance: Asia and Europe, but also America, which has seen a strong rebound.

Taking into account the uncertainty of the strength of the economic recovery, the **Christian Dior Group** will continue to concentrate all of its efforts on the development of its formidable brands while maintaining strict cost management and selective investments. The Group will rely on the strength of its brands, the responsiveness of its organization, the diversification of its businesses and the good geographical balance of its revenue to increase, once again in 2010, its leadership of the global luxury industry.

APPENDIX : Quarterly revenue by business group.

The regulated information related to this press release is available on the website www.dior-finance.com.

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APPENDIX**Christian Dior - Quarterly revenue by business group (*)**

In EUR millions	Christian Dior Couture	Wines & Spirits	Fashion & Leather Goods	Perfumes & Cosmetics	Watches & Jewelry	Selective Retailing	Other activities & eliminations	Total
Q1 2010	180	635	1,729	736	204	1,181	(17)	4,648
Q1 2009	169	540	1,598	663	154	1,085	(27)	4,182

(*) Amounts rounded to the nearest digit.