



Press release

>> Report on the cleanup operation on the Mont Blanc massif's *Mer de Glace* (Sea of Ice) glacier

On Friday 23 September, the Lafuma Group, in association with the *Club Alpin Français de Chamonix*, organised an operation to clean up rubbish left on the Mont-Blanc massif's *Mer de Glace* glacier.

This is the 6th consecutive year that the Lafuma Group has organised eco-citizenship actions with its staff. After the *Gorges de l'Ardèche* in 2006 and *Parc Miribel Jonage* in 2007, this day of environmental action was organised for the 4th year in a row on the *Mer de Glace* glacier on the northern slopes of the Mont-Blanc massif.

This year, 3 tonnes of rubbish were collected by 110 volunteers. These figures are up on previous years, illustrating how committed the Group's employees are to helping the environment.

As well as their mobilisation around the environmental values advocated by the Group, staff were also able to test products from the Group's brands at altitude and meet technical advisors within friendly surroundings.

This operation is in line with the SRI (Socially Responsible Investment) strategy implemented by the listed Group, which publishes an annual Sustainable Development report (<http://www.groupe-lafuma.fr/index.php?id=3784>).

For further information regarding the Group's commitment to the environment, go to www.lafuma-news.fr, click on News and then on Sustainable Development.

There is also a video of this day, which can be found at <http://www.youtube.com/watch?v=jtRRn7dHwzo>



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2010/11 annual sales: October 25, 2011