



Sassenage, April 30, 2012

Groupe GO Sport announces the signing of a joint venture purchasing agreement with the Austrian group Hervis Sports

Groupe GO Sport and Sport 2000 France decided to put an end, as from spring/summer 2013 negotiations, to their purchasing cooperation, under the shared entity « International Sports Retail Development » (ISRD) they created in October 2009.

The application and follow-up of 2012 contracts signed by ISRD, in the name and on behalf of Groupe GO Sport and Sport 2000 France, will be carried out until their full completion.

Groupe GO Sport simultaneously announces the signing of a purchasing cooperation agreement with the Austrian group Hervis Sports, one of the leading sporting goods retailers in Eastern and Central Europe. The newly founded company through this agreement will be subject to Swiss law. This partnership, with increased international scale, will cover 8 countries across Europe, in which both groups are not direct competitors, through an integrated network of almost 500 stores.

This new entity will be the single point of contact of suppliers and will conduct, in the name and on behalf of both partners, commercial negotiations with suppliers of international brands, starting with the 2013 spring/summer collection. Furthermore, it will provide international, high-value services for suppliers.

Groupe GO Sport and Hervis Sports will maintain fully independent commercial strategies.

This international partnership will allow both partners to improve their supply conditions, thus reinforcing their price competitiveness in relation to sector competitors, and to develop their market shares in France and internationally.

Groupe GO Sport and Hervis Sports, as international brands partners, will increase their visibility in 8 countries and will offer them new market shares. Both partners complement each other strategically and geographically, enabling suppliers to target all types of clients through a modern and sports-centered offering, ranging from entry-level to higher-end products and showcased in high-quality locations, both in city centres and shopping malls. The partnership will also help to offer international suppliers new and high-value services (such as extensive market studies, product tests, multi-country/banner communication campaigns or brand displays in market segments in which they are little-known).

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Industrial partnerships will also be developed with suppliers, in order to provide customers with innovative and exclusive products. Groupe GO Sport's and Hervis Sports' clients will thus benefit from a wider choice of international brands products, at more competitive prices.

Based in Geneva, the shared entity will be led by a General Manager, Max Ackerer, and two Deputy General Managers, Benoît Verdier, representing Groupe GO Sport, and Siegwald Haas, representing Hervis Sports, under the supervision of Valérie Delpech and Gerhard Bradler, respectively purchasing executive director at Groupe GO Sport and executive director of marketing and purchase at Hervis Sports.

François Neukirch, General Manager of Groupe GO Sport, declared: *« We are very satisfied with the signing of this agreement with a partner as complementary to us as Hervis Sports. It will not only allow us to offer our clients more products at more competitive prices, but will also increase our suppliers' international visibility. This new structure will act as a cross-country launch pad to new products or new brands, which will be developed in partnership with our suppliers. »*

Alfred Eichblatt, General Manager of Hervis Sports, declared: *« We are very happy to have such a strong partner as Groupe GO Sport. Together we will strengthen our performance in Europe and increase our attractiveness for the customers as well as our international standing. »*

Groupe GO Sport achieved total net sales of €680m (excl. VAT) in 2011 with its banners GO Sport and Courir, in the sporting goods and textile retailing segments. Although based in France, its original market, the group is also present internationally (in Poland, Belgium, Saudi Arabia, Dubai, Guadeloupe, Martinique, Jordan, Luxembourg, Romania, Qatar, Kuwait, Mauritius and Syria), totaling 347 stores, including 175 GO Sport stores (of which 32 franchisees) and 172 Courir stores (of which 13 franchisees) at the end of March 2012.

Groupe GO Sport shares are listed on the NYSE Euronext market in Paris, compartment C (ISIN code: FR0000072456).

Hervis Sport und Modegesellschaft is a 100% owned Austrian-based subsidiary of SPAR Oesterreichische Warenhandels-AG, one the biggest food and non-food retailers in Austria. Hervis Sports is one of the leading sporting goods retailers in Eastern and Central Europe, with total sales of €447m (incl. VAT) in 2011. At year end 2011, Hervis Sports totaled 173 integrated stores over 6 countries (Austria, Hungary, Slovenia, Czech Republic, Croatia and Romania).

For more information, please visit the company's website:

www.groupegosport.com

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The prospectus, filed with the French Autorité des marchés financiers (“AMF”) under visa number 12-181 dated April 24th, 2012, consists of the document de référence of Groupe GO Sport, filed with the AMF on March 30th, 2012 under number D.12-0255, a securities note and a summary of the prospectus (included in the securities note).

Copies of the prospectus may be obtained, free of charge, at Groupe GO Sport’s head office, 17 avenue de la Falaise, 38360 Sassenage, on the Company’s website (www.groupegosport.com), as well as on the AMF’s website (www.amf-france.org), and from Natixis and Rothschild & Cie Banque.

Groupe GO Sport draws the public’s attention to the risk factors described on pages 53 to 55 of the document de référence as well as in Chapter 2 of the securities note.

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