



Press Release
Paris, January 15, 2009

2008 Revenues: Eur 162.0 million

Eur million	2007	2008
REVENUES	202.7	162.0

In 2008, Dane-Elec Memory, a manufacturer and retailer of digital products – Dram memory chips, hard disk drives and handled products – posted revenues of Eur 162.0 million. Higher sales volumes were offset by sharp falls in component prices for Dram and Flash memory chips. The dollar's depreciation against the euro had a negative impact of Eur 5.2 million. The group exceeded the target it announced in August of stabilizing sales in the second half, with an increase of 7% from the first to the second half thanks to strong end-of-year activity.

Successful launch of innovative products

In 2008, Dane-Elec Memory generated 82% of its revenues from data storage products (Flash memories and hard disk drives), compared with 74% in the previous year. Sales of Dram memory chips accounted for 9% of the total, compared with 12% a year earlier. The drop was largely due to ViaMichelin's withdrawal from sale of handled GPS products.

Dane-Elec Memory successfully launched a number of innovative, high-value added products. On the strength of its So range of hard disk drives, the Zpen digital pen and the new Dane-Elec Music digital players which went on sale at year-end, the group generated revenues of Eur 22.1 million from products created by its R&D teams, in line with targets.

Good kick-off to sales under licence to Duracell

On a regional breakdown, Dane-Elec Memory generated 62% of its revenues in Europe, 34% in the United States and 4% in Asia compared with 58%, 30% and 12% in 2007.

In North America, the group achieved renewed sales traction in the fourth quarter, largely thanks to the successful launch of licensed Duracell-branded product sales.

In 2009, Dane-Elec Memory is to continue bringing its innovative products to market and is to extend its strategic partnership with Duracell to Europe. The group will continue its efforts to lower its quarterly breakeven point and return to profit at the earliest possible opportunity.

Next publication: 2008 Full year results, on april 7, 2009, after the market closes.

Dane-Elec Memory is listed on Euronext Paris, Segment C. ISIN: FR000036774; MNEMO: DAN; REUTERS: DEMY. Dane-Elec Memory's share capital comprises 25,559,283 shares.

All our financial information free of charge at www.dane-elec.fr or www.actus.fr.

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