



Acquisition of Topachat.com and Clust.com

RueDuCommerce Strengthens Its Leading Position

RueDuCommerce announced today that it has signed an agreement with France Telecom e-commerce, a France Telecom subsidiary, to acquire the activities of online retailers Topachat.com and Clust.com.

The acquisition of these two entities enables RueDuCommerce to reinforce its position as the leading French online retailer of High Tech products.

In terms of operations, RueDuCommerce will maintain the two brands, which benefit from strong notoriety and a loyal clientele.

The double acquisition allows RueDuCommerce to position itself as an actor in the market consolidation thanks to solid fundamentals and considerable financial leeway.

The integration of these two entities will be effective as of February 27th 2009 and will be included in the current financial year for the period February 27th to March 31st 2009.

"We are carrying out a significant acquisition which reinforces our leading High Tech position in France.

At the same time, we are continuing to develop the diversification of our offer through La Galerie. We thus pursue our strategy of profitable growth and begin 2009 in positive circumstances, even if the economic context is clearly delicate."

Gauthier Picquart, CEO

About RueDuCommerce

Established in 1999, RueDuCommerce is a French leader in e-commerce via the www.rueducommerce.com website. RueDuCommerce is positioned at the core of two fast-growing markets: online shopping and consumer IT and electronic products. The website offers more than 15,000 references at highly competitive prices: IT, digital photo and video, hi-fi and digital sound, as well as numerous associated services.

RueDuCommerce has expanded its operations since July 2007, by uniting commercial sites to enhance its product offering in beauty, fashion, home, electrical goods, toys and games, travel, sport and DIY.

With 4 to 6 million monthly visitors, the www.rueducommerce.com website was elected "Best website for customer relations management" in 2006 by Journal Du Net.

RueDuCommerce achieved 2008 sales in excess of € 300 million and is listed on Compartment C of the NYSE Euronext Paris Stock Exchange.

ISIN code: FR0004053338 – Ticker: RDC

Press release

Saint-Ouen, France, 10th February 2009

Contacts

Investor Relations

RueDuCommerce

Laurent Bertin

investisseurs@ruedocommerce.com

Citigate Dewe Rogerson

Lucie Larguier

+33 (0)1 53 32 84 75

lucie.larguier@citigate.fr

Press Relations

RueDuCommerce

Marie-Laure Jozeau

presse@ruedocommerce.com

Citigate Dewe Rogerson

Servane Taslé

+33 (0)1 53 32 78 88

servane.tasle@citigate.fr

Plus d'informations sur le site www.ruedocommerce.com/corporate