



PRESS RELEASE

Paris, April 22, 2009



PPR denies disposal and acquisition rumors

The Group PPR announces that it has requested the AMF to open an investigation into the unfounded rumors and diffusion of false information relating to, firstly, the possible sale of the Gucci Group and, secondly, a tender offer for the remaining outstanding PUMA shares. PPR categorically denies both of these rumors.



About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €20.2 billion in 2008. The Group is present in 94 countries and territories with approximately 88,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, CFAO, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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