



2008/2009 full-year sales: up 3.4% to € 319.7 million

- 4th quarter sales: up 1.8% to € 69.3 million
- Full-year business volume*: up 8.2% to € 338.0 million

Saint Ouen, France, 5 May 2009 – 5.45pm

RueDuCommerce achieved consolidated sales of € 319.7 million over its 2008/2009 financial year, an increase of 3.4% compared to the previous year.

Over the 4th quarter alone, sales growth was 1.8% to € 69.3 million. This includes a € 1.6 million contribution from e-commerce websites TopAchat.com and Clust.com, acquired from France Télécom e-commerce, a subsidiary of the France Télécom group, and integrated in March 2009.

The full year business volume*, which includes sales of La Galerie's partners, totalled € 338 million, which is a growth of 8.2% compared to the previous financial year.

(€ millions)	2008/09	2007/08	% change
1 st quarter (April – June)	66.0	60.6	+ 8.9%
2 nd quarter (Jul. – Sep.)	72.4	74.1	- 2.3%
3 rd quarter (Oct. – Dec.)	112.0	106.3	+ 5.4%
4 th quarter (Jan. – Mar.)	69.3	68.1	+ 1.8%
Full year sales	319.7	309.1	+ 3.4%
Full year business volume	338.0	312.2	+ 8.2%

Overall market developments

The e-commerce market dynamics was partly sustained by the arrival of new players, who naturally posted significant growth rates. The e-commerce gauge of the ACSEL, a French digital economy organisation, thus points to a 24% year-on-year increase in the number of e-commerce websites. As concerns “mature websites”, the ACSEL’s panel of 20 e-merchants highlighted first quarter 2009 (calendar year) growth of 4% in sales and 9% in the number of transactions (*Source: ACSEL press release of 27 April 2009*).

* See Glossary at end of document

Analysis of RueDuCommerce operations

Against this background marked by the effects of the sharp economic slowdown on consumer spending and the lack of new significant technological breakthrough, which is a natural stimulant for High Tech product sales, the www.rueducommerce.com website totalled more than 124 million visits over the full financial year (*Source: Google Analytics*), which is a 17% increase compared to 2007/2008. With the integration of Top Achat.com and Clust.com, the Overall Group Traffic* (excluding Spain) was in excess of 150 million visits.

RueDuCommerce attracted 590,000 new customers over the financial year. The number of Group Transactions was 1.74 million, compared to 1.54 million in 2007. The Group's Average Buying Behaviour* (excl. VAT) amounted to € 188, which is a 6.8% decline compared to the previous financial year.

The full year business volume* increased by 8.2% to € 338 million. Its growth was driven by the continuing active development of La Galerie. The number of e-merchant partners was thus 700 at end March 2009, being 250 more than at end March 2008. RueDuCommerce pays particular attention to providing impeccable service quality to this group of e-partners, who give their customers the benefit of its brand's exposure and its "Customer First" philosophy.

2008/09 financial year sales increased by 3.4% (2.9% excluding the effects of the integration of TopAchat/Clust). They primarily comprise High Tech products, services and advertising revenues.

In the 4th quarter of the financial year (January to March 2009), and excluding the effect of the TopAchat/Clust acquisition, sales were stable compared to the same period of 2008 (€ 67.7 million, compared to € 68.1 million). The sales achieved during the January 2009 sales period were lower than in the previous year, due to particularly low inventory levels following the Christmas season. "1 euro pack" sales were buoyant throughout the quarter.

Acquisition of Top Achat / Clust

The acquisition of the business goodwill of e-commerce websites Topachat.com and Clust.com, announced early in February 2009, strengthened RueDuCommerce's positioning on the High-Tech e-commerce market in France. As previously indicated, the two brands, which benefit from loyal customer bases and strong customer awareness, will be retained. The operations of the two platforms were integrated in March, yielding strong and immediate synergies facilitated by the merger of logistics and purchasing.

* See Glossary at end of document for a definition

Shareholders' agenda

9 June 2009 (after close trading): 2008/2009 Full Year results

10 June 2009 (in the morning): Analysts/Press presentation

28 July 2009 (after close trading): 2009/2010 1st Quarter Sales

GLOSSARY

Business volume: includes consolidated high tech product and service sales, plus sales of La Galerie's partners.

Overall Group Traffic: the number of visits, being the number of individual sessions initiated by all website visitors.

Group Transactions: the number of orders taken by the BtoC business.

Group Average Buying Behaviour: total orders of the BtoC business divided by the number of orders.

About RueDuCommerce

Established 10 years ago, RueDuCommerce is the leading independent e-commerce Group quoted on the Paris Stock

A leader in the online selling of High Tech product sales in France, RueDuCommerce now offers its customers more than 400,000 items from a product offering extending to Beauty, Fashion, Home, Electrical Goods, Toys and Games, Sport and DIY.

The TopAchat.com and Clust.com websites, acquired in the first quarter of 2009 and specialised in selling High Tech products, are also part of RueDuCommerce's group structure. With 4 to 8 million monthly unique visitors, RueDuCommerce is a true benchmark in French e-commerce and carried out more than 1.74 million transactions last year.

As the only ISO 9001-certified after-sales-service French e-commerce website, RueDuCommerce was voted the web users' favourite website.

The Group is listed on Compartment C of the NYSE Euronext Paris Stock Exchange
(ISIN: FR0004053338 – Ticker: RDC)

Please visit our website for more information: www.rueducommerce.com/corporate

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