



**RueDuCommerce strengthens its integrated advertising agency
and recruits Jacques Hemmendinger as
Sales and Trade Manager**

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In order to benefit fully from its audience levels and gain new advertisers, RueDuCommerce strengthens its integrated advertising agency and announces, at the same time, the appointment of Jacques Hemmendinger as Sales and Trade Manager.

The advertising agency will henceforth provide to all advertisers of the market and their media agencies, the opportunity to strengthen their communication on RueDuCommerce websites. It will also take charge of advertising space purchase on behalf of the Group.

RueDuCommerce's audience, boosted by the development of La Galerie, totaled more than 124 million visits over the last financial year (*Source Google Analytics*), an increase of nearly 17% vs 2007/2008. Following the integration of the TopAchat.com and Clust.com acquisitions, the overall Group Traffic (excluding Spain) went over 150 million visits.

The RueDuCommerce group ranks in the top 10 e-commerce websites in France, with 7 million* unique visitors a month.

RueDuCommerce will benefit from Jacques Hemmendinger's expertise in the advertising industry, his relations with media agencies and major advertisers, as well as his marketing and management skills developed over more than ten years as Business Development Manager, and subsequently as Sales Manager, with Clear Channel France, the global leader for outdoor advertising.

Jacques Hemmendinger will manage a team of 10 persons, representing an historic sales force specialised in the captive high tech sector and a new pole in charge of the mechanics of direct marketing, trade marketing, co-branding and online advertising. A professional team in graphics and web design helps this deployment.

Gauthier Picquart, Founder and Chairman and CEO of the Group stated: *"We are very pleased that Jacques is joining us. His experience, acquired with a big name in outdoor advertising will enable our integrated agency to gain a genuine advertising status. The advertising agency is a high added value activity that will represent a true growth driver for our Group over the coming years."*

Jacques Hemmendinger commented: *"I am delighted to join an e-commerce player which has always made innovation one of its founding principles. The development of the advertising agency is a real strategic challenge and I intend to fully contribute to its success with a team which has a true web expertise."*

* Médiamétrie-Netratings consolidated data, including the TopAchat.com and Clust.com websites

With the arrival of Jacques Hemmendinger, RueDuCommerce confirms its capacity to attract proven talent to support its development strategy

Biography

A graduate of ISG (Institut Supérieur de Gestion) and holder of a degree in economics, 41 year-old Jacques Hemmendinger has spent the greater part of his career with Clear Channel France. As a former Account Manager for Dauphin Affichage, one of the Group's brands, he has developed an extensive knowledge of advertisers from the automotive, telecommunication, banking-insurance, high tech and fashion/sport industries. In 2000, he became Business Development Manager for Clear Channel France. Following his appointment as Sales Manager in 2006, he implemented a customer, advertiser and media agency-oriented marketing strategy for the various industries of the Group. He held this position to this day.

About RueDuCommerce

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

A leader in the online selling of High Tech product sales in France, RueDuCommerce now offers its customers more than 600,000 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 1.7 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 in 2008.

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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