



RueDuCommerce acquires Alapage.com, and now owns the top three leading e-commerce sites in France

Saint-Ouen, 2 July 2009 – 6pm

RueDuCommerce announces today having signed, with France Telecom e-commerce, a subsidiary of France Telecom Group, a contract for the acquisition of assets of the Alapage.com website (Alapage's internet address – URL – brand and certain contracts and intellectual property). The integration of this acquisition will take effect from 1 September 2009 at the latest. The purchase of Alapage.com demonstrates RueDuCommerce's wish to be the leading player in the e-commerce market consolidation.

Alapage.com, is one of the leading online cultural product specialists in France

One of the original French e-commerce players, Alapage.com launched its website in France in 1996 and rapidly asserted itself as a leader in the sale of cultural products in France (books, music, DVDs, video games, etc.).

With an audience of over 2.5 million unique visitors every month and an extensive cultural product offering, Alapage.com is today a leader in its market and has a customer base of more than 3.2 million.

RueDuCommerce obviously intends to retain this brand, which benefits from a strong image and significant awareness with web users.

RueDuCommerce now ranks as the 3rd largest e-commerce audience in France

As a result of this acquisition, carried out several weeks after those of TopAchat.com and Clust.com and on the basis of the same operational and financial criteria, the RueDuCommerce Group's audience very strongly increased from close to 6 million (including TopAchat.com and Clust.com) to 8 million unique visitors per month.

The Group is now thus one of the leading e-commerce platforms in France, both in terms of penetration and traffic.

This acquisition will also enable the development of new advertising offerings aimed at advertisers and media agencies. Moreover, the typology of customers perfectly complements that of the www.rueducommerce.com, www.topachat.com and www.clust.com websites.

RueDuCommerce completes its product offering by opening up to “cultural” products.

This acquisition comes within the framework of RueDuCommerce's development strategy and will complete the offering of products sold on RueDuCommerce's site, which already includes more than 500,000 different products to date. Alapage.com has more than 1.5 million products.

La Galerie business model will be implemented into the Alapage.com's website, for both product families of RueDuCommerce (high tech, fashion, electrical goods, etc.) and sale of "cultural" products.

Thus, Alapage.com will accelerate the La Galerie model developed by RueDuCommerce. Merchant partners will benefit from the strong audience of this website and the commercial and marketing expertise of the group to optimise sales.

RueDuCommerce will put into place a dedicated team to integrate this website and implement synergies with the rest of the Group, as well as to develop the product offering by way of partnerships with merchant websites.

With this acquisition, the RueDuCommerce Group:

- Now comprises 4 flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Enters the TOP 3 ranking of e-commerce websites in terms of audience
- Totals 8 million customers
- Has more than 2 million products on offer

"This acquisition of one of the best brands on French internet was carried out in full compliance with our operational and financial criteria. It places the RueDuCommerce group in the TOP 3 in terms of audience of e-commerce websites in France. It strengthens our business model in three areas:

- *1.5 million products in addition to 500,000 products already sold by RueDuCommerce;*
- *La Galerie will be rolled out on Alapage;*
- *We now offer one of the best advertising inventories of the French web."*

Gauthier Picquart, Chairman and CEO

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 500,000 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.

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

Contacts

Investor relations

Laurent Bertin – Chief Financial Officer
Laurent.bertin@rueducommerce.com

Arnaud Salla
Quadrant Finance
Tel: +33 1 77 68 64 71
arnaudsalla@quadrant-finance.com

Press relations

Marie-Laure Jozeau
marie-laure.jozeau@rueducommerce.com

Agnès Gilbert
Eudoxie PR
Tel: +33 1 47 53 03 82 / +33 6 84 61 30 71
a.gilbert@eudoxie-pr.com