



The successful integration of Alapage.com confirms RueDuCommerce's position in the top three e-commerce websites in France

Saint-Ouen, 8 September 2009 – 5.45 pm

The integration of Alapage took effect on 1 September, in line with the progress plan established by RueDuCommerce when was revealed on last 2 July the acquisition from France Telecom e-commerce, a subsidiary of France Telecom Group.

Entrance to the cultural goods market and implementation of synergies

This acquisition enables the Group to enter the buoyant cultural goods market, which represents 6.3% of online sales in France in value (up 26% compared to 2007), ranking just behind high technology products¹. Over the past 6 months, 46% of web users purchased cultural goods online².

For the RueDuCommerce website, the integration of the cultural goods offering finalises the roll-out of the shopping arcade, which already includes Beauty, Fashion, Home, Electrical Goods, Toys and Games, Sport and DIY. It actually was the last major e-commerce segment still lacking on the website. These 3 million cultural items will enable RueDuCommerce to operate in all market segments and further increase its audience and revenues.

The Alapage.com website retained its original positioning as the 3rd company specialised in cultural goods in France. The site will be mainly operated based on a shopping arcade model.

The Alapage brand will thus be retained, as announced. A dedicated team is already in charge of developing and stimulating the sales of the website. This team will benefit from the strong synergies with the Group's structures, which have demonstrated their efficiency when TopAchat.com and Clust.com were integrated early in 2009.

Alapage.com, a strong and complementary brand

Alapage.com is a strong brand that complements the RueDuCommerce.com, TopAchat.com and Clust.com brands. It has become the group's fourth flagship brand and stands out with its more female and more mass market customer base than the other brands.

A leading e-commerce platform in France

¹ (Source: GfK – Institut Français de la Mode - Fevad)

² level with Clothing/Accessories (Source: Baromètre Fevad – Médiamétrie/Netratings, May 2009)

Following the success of these various acquisitions (TopAchat.com, Clust.com and Alapage.com), RueDuCommerce Group rises to the Top 3 e-commerce audiences in France with more than 8 million unique visitors (*Source: Médiamétrie June 2009*) and becomes a leading e-commerce platform in France.

This increase in the Group's reputation and audience provides RueDuCommerce with greater attractiveness to advertisers and media agencies.

About RueDuCommerce

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

The RueDuCommerce Group:

- Includes 4 flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Ranks in the TOP 3 e-commerce websites in France in terms of audience
- Has a customer base of 8 million
- Markets more than 2 million products from a product offering extending to High Tech, Beauty, Fashion, Home, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods.

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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