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2009/2010 half-year sales

- **Good resilience on High Tech with sales of € 139.0 million (up 0.4%)**
- **Business volume* of € 155.5 million (up 8.1%) due to the trebling of La Galerie's sales to € 17.6 million**

Saint-Ouen, 12 November 2009 – 5.45 pm

RueDuCommerce achieved consolidated sales of € 139.0 million over the first half of its 2009/2010 financial year, an increase of 0.4% compared to the previous year. On a comparable group structure basis (excluding the acquisition of the goodwill of TopAchat and Clust, integrated during March 2009 and the Alapage brand integrated from 1 September), sales declined by 11.6% to € 122.3 million.

Over the period, the business volume*, which includes all sales of La Galerie's partners, totalled € 155.5 million, which is growth of 8.1% compared to the previous financial year.

Against an general economic climate, which remained difficult throughout the summer, the second quarter performance remained in line overall with that of the first quarter, featuring good resilience on High Tech and the continuing increase in sales relating to La Galerie.

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Consolidated data

(€ millions)	Q2 2009/10 (July to Sept.)	Q2 2008/09 (July to Sept.)	% change	HY1 2009/10 (April to Sept.)	HY1 2008/09 (April to Sept.)	% change
Sales	70.7	72.4	-2.3%	139.0	138.4	+0.4%
Business volume	79.5	75.7	+5.0%	155.5	143.8	+8.1%

* See Glossary at end of document

Good resilience on High Tech

Against a difficult consumption environment over the second quarter, and particularly in the sale of High Tech products, RueDuCommerce achieved good performance with sales of € 70.7 million. This reflected the work carried out by RueDuCommerce personnel in providing a pertinent product-price mix. This work was also supported by the ever growing reputation of the TopAchat, Clust and Alapage websites.

High Tech products may be analysed as follows by product family: IT & Telecoms: 59% (vs. 54% over the 1st half-year of the previous financial year); Digital Photo & Video: 12% (vs. 15%); TV & DVD players: 16% (vs. 16%) and Other Products: 13% (vs. 15%). These developments reflect the integration of the sites acquired over the last months.

Trebling of La Galerie business volume

Over the 1st half-year, the business volume generated by La Galerie increased from € 5.8 million to € 17.6 million, thereby confirming the acceleration already noted in the first quarter. As a result, the 1st half-year 2009/2010 already represented 90% of sales achieved over the whole of 2008/2009.

Electrical goods, Fashion/Beauty and Home/DIY were the main drivers behind this rapid growth.

One of the largest e-commerce platforms in France

Including the traffic of the Group's various websites (RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com), Overall Group Traffic* (excluding Spain) totalled 160 million visits at 30 September, compared to 155 million at end June and 150 million at end March 2009.

At 30 September 2009, the cumulative audience was 7.6 million unique visitors, thereby positioning the Group among the leading e-commerce audiences in France.

* See Glossary at end of document

Shareholders' agenda (after close of trading)

26 November 2009: results for the 1st half-year 2009/2010

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, i.e. 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 Exchange.

The RueDuCommerce Group:

- Includes 4 flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Was visited more than 160 million times over the past 12 months
- Has a customer base of nearly 8 million
- Markets more than 2 million products from a product offering extending to High Tech, Beauty, Fashion, 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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