

PRESS RELEASE

Paris, April 19, 2011

◆

**Ordinary and Extraordinary Shareholders' Meeting of May 19, 2011
Availability of information relating to the Shareholders' Meeting to be held
on Thursday, May 19, 2011.**

PPR shareholders are invited to attend the company's Combined Annual General Meeting (AGM) on Thursday, May 19, 2011 – 4 p.m. at Grand Auditorium, Palais Brongniart – place de la Bourse, 75002 Paris, France

The Notice of Meeting, containing the agenda, the draft resolutions submitted to shareholders by the Board of Directors and a description of the main ways for shareholders to take part in and vote at the general meeting and to exercise their rights, was published in the official gazette, BALO, on April 11, 2011.

The convening notice will be published in the BALO on April 27, 2011.

The documents and information relating to the AGM and the forms for postal and proxy voting are available on the company's website at www.ppr.com (Finance section).

Shareholders may, in accordance with the conditions and time limits specific in Article R. 225-88 of the French Commercial Code (*Code de commerce*), ask that the documents referred to in Articles R. 225-81 and R. 225-83 of said Code be sent to them by mail, at an address designated by them, by sending a written request to PPR, Direction juridique – 10 avenue Hoche, 75008 Paris, France.

Shareholders may, in accordance with the conditions and time limits specified in Articles R.225-89 and R. 225-90 of the French Commercial Code (*Code de commerce*), gain access the documents and information referred to in those articles at the company's head office – 10 avenue Hoche, 75008 Paris, France.

This press release is a free translation of the French original press release.

The original French version of this press release is available on our website at www.ppr.com

◆

About PPR

PPR nurtures a group of high-growth global brands distributed in more than 120 countries. Through its Consumer and Luxury brands, PPR generated revenue of €14.6 billion in 2010, and had approximately 60,000 employees at December 31, 2010. The PPR share is listed on Euronext Paris (FR 0000121485, P RTP.PA, P PFP).

To explore the PPR brand universe, please visit www.ppr.com: the Luxury Business Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney), Puma, Fnac and Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and large size division brands).

Contacts

Press:	Charlotte Judet	+33 1 45 64 65 06	cjudet@ppr.com
	Paul Michon	+33 1 45 64 63 48	pmichon@ppr.com
Analysts/Investors:	Alexandre de Brettes	+33 1 45 64 61 49	adebrettes@ppr.com
	Emmanuelle Marque	+33 1 45 64 63 28	emarque@ppr.com
Website:	www.ppr.com		

