LAFUMA GROUP

Anneyron, October 20, 2009

ANNUAL TURNOVER ON SEPTEMBER 30, 2009: - 3.0 %

A fiscal year of deep strategic and economic reconstruction

Sales by geographical zone

in millions of euros	07/08	08/09	variation
France	158.0	150.2	- 4.9 %
International	104.1	104.0	- 0.1 %
Lafuma Group	262.1	254.2	- 3.0 %

Sales by division

in millions of euros	07/08	08/09	variation
Great Outdoor division - Lafuma, Ober	104.9	92.2	- 12.0 %
Country division - Le Chameau	28.3	26.0	- 8.3 %
Mountain division - Millet, Eider	50.5	68.8	+ 36.3 %
Board sports division – Oxbow	78.4	67.2	- 14.3 %
Lafuma Group	262.1	254.2	- 3.0 %

The drop in consolidated sales of 3% and 9.2% at a comparable consolidation scope and exchange rates, mainly concerns European sales, whereas the Group has capitalized on growth drivers in the Asia zone and on dynamic retail sales.

- The Great Outdoor division was down 12%, spread over all product lines with a marked drop in sales for Ober (- 28%) and to a lesser extent for Lafuma (- 10 %).
Solid performances were posted for retail sales for **Lafuma** (stores and e-business), up 12.5%.
Lafuma is pursuing its development in the Asia zone with growth of 38%.

- A decline of 14.3% in sales for board sports was posted in a division that is most exposed to fashion trends, with an amplification of the situation on the international front (-24%) where **Oxbow** is insufficiently structured.
This said, retail growth in France was up 4.9%, confirming a solid brand foundation in spite of an economic slowdown in the backdrop.

- At a comparable consolidation scope and exchange rates, the Country division has shown firm resistance with a decline of 5.1%, in spite of difficulties on its second largest market, the United Kingdom, linked to the drop in the pound sterling.
It should be noted that sales for rubber boots, the flagship product of the **Le Chameau** brand, were up 4.6% at a constant exchange rate.

- Finally, the Mountain division, with **Millet** and **Eider**, came in with solid growth of 5.3 % at a comparable consolidation scope and exchange rate owing to the high quality of its offering and its development of Millet in Japan.
The Mountain division is now the second largest division in size with the integration of Eider since June 2008; annual sales totaled 19.2 million euros after reorganization of product lines and distributors.

Concerning operating and balance sheet elements:

- The Group lowered its inventories by about 10 million euros during the fiscal year and will be pursuing this trend into fiscal 2009/2010 based on actions implemented over the past several months.

- Annual performances will be affected over the fiscal year by all of the exceptional restructuring measures implemented for reorganization; however, it should be noted that the Group has no demanding bank guarantees for the fiscal year ending September 30.

- And lastly, the capital increase and sell off of certain assets over the second half of the year sharply contributed to a healthy balance sheet posture to embark on a new fiscal year with confidence.

Annual results will be released on December 15, 2009.

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Lafuma shares are traded on NYSE Euronext Paris - Euroclear: 3526; Reuters: LAFU.PA; Bloomberg: LAF FP