

FIRST QUARTER SALES

Sales by geographic region

<i>in EUR millions</i>	Q1 09/10	Q1 08/09	variation
France	32.2	31.1	+ 3.4 %
International	19.3	22.4	-13.9 %
Lafuma Group	51.4	53.5	-3.9 %

Sales by division

<i>in EUR millions</i>	Q1 09/10	Q1 08/09	variation
Great Outdoor Division – Lafuma	14.2	17.6	- 19.4 %
Country Division - Le Chateau	5.4	6.7	- 19.0 %
Mountain Division– Millet, Eider	21.7	20.8	+ 4.1 %
Board Sports Division - Oxbow	10.1	8.3	+ 21.4 %
Lafuma Group	51.4	53.5	- 3.9 %

At a comparable scope and constant exchange rate, and excluding royalties from South Korea (following the sale of trademark rights in 2009), sales were relatively stable with a slight drop of 0.5 % compared to the previous year.

Decreases registered in the Great Outdoor division were intensified by lower sales performances for Ober and specific contracts, whereas sales for camping/garden furniture are starting to make a comeback.

Variations in sales for the Country division, amid a still difficult market context, are mainly due to delivery delays over 2009.

Strong growth registered in the Board Sports division was helped along by a time lag in invoicing at the beginning of the quarter and illustrates a turnaround in trends for this activity sector.

Sales for the Mountain division are right on track and are driven by solid growth in Asia with an added boost from restocking demands over the period.

In terms of financial performance, the Group confirms improved margins as well as reductions in expenditure and inventory levels. Under these conditions it is aiming to once again post current operating profits as early as the first half of 2010.

The Annual General Meeting of Shareholders will be held on February 18, 2010 at 10am at 5 rue de La Terrasse in Paris (17th arrondissement).

Next press release: April 27, 2010 on sales at half-year