

February 9, 2011

**Signing of a partnership agreement
between Mr Bricolage SA and La Boîte à Outils SAS
*under the L'Entrepôt Du Bricolage brand***

Mr Bricolage SA and La Boîte à Outils SAS, a SAMSE Group subsidiary, announce the signing of a strategic partnership aimed to jointly develop a network of discount DIY stores, based on the expertise of La Boîte à Outils SAS and Mr Bricolage SA's strength in supplier listing.

A new concept in response to a demand for local discount stores

In the major DIY retailer segment, discounting accounts for 20% of sales and is found in large store formats (5,500 m² on average) and in large catchment areas. Against this background, the two groups are looking to develop a mid-sized store format (between 2,000 and 3,000 m²) that combines local presence and discounting under the L'Entrepôt Du Bricolage brand, with quality products on offer at low prices backed up by services and advice.

The development of this offering and its roll-out, both as franchise and directly-owned stores, will be the responsibility of DEDB, a 50:50 joint venture by the two groups, it being added that an initial test will be carried out in the first half of 2011 on a 2,500 m² covered store.

In addition, MBAO 90% owned by Mr Bricolage SA and 10% by La Boîte à Outils SAS, will be responsible for developing purchasing synergies.

A deeply complementary partnership

This partnership offers a great number of benefits and very much reflects the strategies of the two groups:

- La Boîte à Outils SAS will thereby optimise the economic performance and positive sales trend of its current networks, and could expand throughout France;

- Mr Bricolage SA will thereby strengthen its positioning as a key player in local independent retailing, adding an additional discount-driven offering to its three existing offerings (Mr Bricolage chain, Les Briconautes chain, affiliate status).

The implementation of this partnership is subject to prior approval from the French Competition Authorities.

ABOUT THE GROUPE MR BRICOLAGE

www.mr-bricolage.com

Mr. Bricolage is France's third-largest DIY retailer (around 600 stores in France), and following the acquisition of the Briconautes Group, has a presence in 10 other countries (52 stores). The group operates over 1,620,000 m² of retail space under the Mr. Bricolage, Catena, Les Briconautes and Les Jardinautes brands. It also has 250 affiliates. With more than 12,000 employees, the group's networks represent total annual turnover including tax of some €2.1 billion. – is 12 % of the major DIY retailer segment in 2009 (Source Unibal).

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ABOUT THE SAMSE GROUP

www.groupe-samse.fr

The Samse group is the leading independent retailer of building materials for the building trade, with turnover of €976.5 million in 2010 and 4,600 employees. The Samse Group operates in over 30 French departments in Eastern and Southern France via a network of 262 sales outlets. In the retail DIY market, with 26 stores operating under the La Boîte à Outils and L'Entrepôt Du Bricolage brands, the group represent for 1.4% of the major DIY retailer segment in 2009 (Source Unibal).

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