



PRESS RELEASE

**Good momentum in terms of the growth in activity in Q4 2010:
Sales up +10.2%**

2010 annual sales: €101.3m

Paris, 16th February 2011: Groupe VIAL (ISIN: FR0010340406 – Ticker: VIA), French independent discount industrial joinery group, announces its consolidated sales for the 4th quarter to 31st December 2010 and its full-year sales for 2010.

<i>In millions of euros IFRS</i>	2009	2010	Δ (%)	Δ (€m)
1st quarter	24.37	23.03	-5.5%	-1.34
2nd quarter	27.85	27.77	-0.3%	-0.08
3rd quarter	23.04	23.91	+3.8%	+0.87
4th quarter	24.14	26.59	+10.2%	+2.45
12-month total	99.40	101.30	+1.9%	+1.90

Consolidated sales for the fourth quarter totalled €26.6m, an increase of +10.2% compared to the same period of the previous year. This increase was purely the result of organic growth, with no new stores opened during the year.

Groupe VIAL has thus confirmed the gradual upturn in its business momentum despite particularly unfavourable meteorological conditions for the home improvement and construction sector.

This performance was the result of various factors:

- a product offer adapted to the market (renovation products) and offering a particularly competitive quality / price ratio;
- increased awareness due to a targeted communication campaign;
- an improvement in the efficiency of the entire chain (production, logistics, inventory management, etc.) thanks to the deployment of ERP.

As a result of this solid 4th quarter, 2010 full-year sales climbed back above the €100m mark, increasing by +1.9% to €101.30m.

In accordance with the Group's strategy of substantially reducing its new store openings, there was little change in the Group's scope over 2010. Thus, at 31st December 2010, there were 69 VIAL Menuiseries stores in total, with 64 in France, 4 in Spain and 1 in Portugal.

About Groupe Vial (www.groupe-vial.com)

Groupe Vial, listed on Euronext Paris by NYSE Euronext since December 2006, sells and manufactures wood, aluminium and PVC products for the home such as doors, windows, gates and staircases. It offers an unmatched ratio of price to quality, thanks to full control of its supplies, its effective and modern production facilities and its vast distribution network, which at 31 December 2009 comprised 69 stores under the Vial Menuiseries banner, including 4 in Spain and 1 in Portugal.

Commercial website: www.vial-menuiseries.com

Compartment C of Euronext Paris, part of the NYSE Euronext Group
Reuters: **VIA.PA** - Bloomberg: **VIA FP**



Groupe VIAL

Patrick Thinet

Deputy CEO in charge of Finance

investisseurs@groupe-vial.com

NewCap.

Investor Relations

Steve Grobet / Pierre Laurent

Tel. : 01 44 71 94 94

Fax: 01 44 71 94 90

vial@newcap.fr