



Musée Grévin to Open Soon in Montreal

September 16, 2011 – Compagnie des Alpes (CDA) has placed the cornerstone of its international expansion of the Grévin brand, with the planned opening of a Musée Grévin in Montreal. This will be the first Musée Grévin outside France.

Dominique Marcel, Chairman and Chief Executive Officer of CDA, stated: *“I am delighted to see in this project the materialization of one of our major strategies, brand enhancement. Grévin, a well-known brand with a solid economic model and a track record of profitability, is obviously vital to this strategy. The opening of the Montreal site will be the first concrete example of international expansion of this model and brand, with more to come in the months following.”*

Musée Grévin Montreal, direct subsidiary of CDA, will be located at the Eaton Centre, Quebec's largest shopping mall, owned by Ivanhoé Cambridge Group, one of the ten largest real estate companies in the world. Located in the largest shopping district in Canada, the Musée Grévin will lie at the heart of an underground city that is visited by nearly 28 million persons every year.

Béatrice de Reyniès, Managing Director of Musée Grévin Paris since 2000, will pilot this initial project and oversee the international development of the Grévin brand.

Grévin Paris, created in 1882, has a mythical status on the French entertainment landscape and attracts some 800,000 visitors each year.

The opening of the Montreal site is planned for early 2013. The CDA Group will invest approximately €10 million in this project.

CDA has also decided to set up a new industrial production of wax by building new workshops, that will enable it to support Group's ambitious expansion program.

Important dates:

- FY 2010-2011 sales: October 27, 2011, after market.
- FY 2010-2011 results: December 14, 2011, before market.

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Compagnie des Alpes is a major player in the field of leisure production in Europe. The company operates 26 leisure sites, with 11 leading ski areas (including Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Les 2Alpes, Méribel, and Chamonix) in the Alps and 15 leisure parks (including Parc Astérix, Grévin, Walibi, and Futuroscope) in Europe: France, the Netherlands, Belgium, and Germany. In addition, CDA holds stakes in 4 ski areas et 7 leisure parks, in France, Switzerland, Belgium, and the U.K. During the financial year ended September 30, 2010, the Company had close to 23 million visitors, with consolidated sales of €597 million and net attributable income of €42 million



CDA is in the indices CAC All-Shares, CAC All-Tradable, CAC Mid & Small and CAC Small
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