

PRESS RELEASE

ARGOS SODITIC SALES ITS SHARES IN *DU PAREIL AU MEME* FOLLOWING 9 YEARS DEVELOPING THE BRAND

Paris, 16 July 2007 – Argos Soditic, a leading independent European private equity firm, has announced the successful private placement with French and international institutional investors of 51.86% of the share capital of *Du Pareil Au Môme*, a leading children's clothing specialist in France.

Following the accelerated bookbuild offering, 1,264,909 *Du Pareil Au Môme* shares have been sold on the market at 46.20 euros per share. Due to the large demand, the book was closed earlier at the end of the first day of the placement. This private placement allows *Du Pareil Au Môme*, which was listed on the Paris Stock Exchange in 1995 (*Eurolist de Paris S.A., Segment C, ISIN: FR0000053647*) to increase its float and the liquidity of its share.

Argos Soditic acquired *Du Pareil Au Môme* in a Management Buy-In in April 1998. Since then the company's revenues have risen from €109 million to €145 million in 2006, while exports, which were non-existent in 1997, now represent 25% of the company's revenues. From 80 stores in 1997 carrying the brand's three lines – children, infants, and shoes (launched in 2000), *Du Pareil au Môme* has grown to 318 sales outlets, including 152 branches and 166 affiliates and partners. Its main markets are France, Italy, Spain and Portugal. The recruitment of Georges Spitzer as President in 2001 allowed the company to accelerate its development in France and abroad, notably by using the « commission-affiliation » as a new form of distribution, renovating its chain of stores, improving its financial ratios and reworking its entire supply chain, while continuing to produce constantly updated creative styles at low prices. The company's success has allowed it to increase its staff from 710 to 1,210 employees.

Argos Soditic has also helped support the company's development on the stock exchange. Since its listing in 1995, the share price has risen from €27 to €46.20, which the company's has distributed more than €13 per share. Net debt as of 31 December 2006 stood at €10.8 million, representing 20% of shareholder's equity.

Advisors:

Argos Soditic : Gilles Mougnot, Gilles Lorang

Placement : Fortis Bank France (Jerome Dupas, Karine Achkar), Kepler Landsbanki (François Mallet)

Financial Advisor : Close Brothers (Hubert Chevrinçais)

Legal : Mayer Brown (Xavier Jaspar, Emily Pennec)

About ARGOS SODITIC:

Created in 1989, Argos Soditic is an independent European Private Equity firm with offices in Paris, Geneva and Milan, wholly owned and operated by its partners. Argos Soditic focuses on management buy-outs and buy-ins in small and medium sized companies across Europe, but primarily in France, Italy, Switzerland, Spain and Portugal. The Euroknights group of funds managed by the firm typically

take majority stakes ranging from €10 M to €50 M in companies with revenues of €20 M to €400 M. Argos Soditic prefers to invest in companies with the capacity to become a leader in a business niche. The operations Argos Soditic has carried out include Buffet Crampon, Roc-Eclerc, Oxbow, Du Pareil au Même and Kermel in France, Sparco and CH&F in Italy, and Maillefer and ORS in Switzerland. In 2006, the firm announced the closing of a new €267 M fund, Euroknights V, which has already made several investments since the beginning of the year.

For further information, we invite you to visit www.argos-soditic.com

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