



PRESS RELEASE
For Immediate Release

ARGOS SODITIC COMPLETES ACQUISITION OF MARIE LAURE PLV
The BIMBO marks the firm's fifth deal this year

Paris, 5 Novembre 2007 – Argos Soditic announces the acquisition through a BIMBO of Marie Laure PLV, thus completing its fifth operation in 2007. The amount of the transaction was not disclosed.

Marie Laure PLV, which will post revenues in 2007 of about €45 M, is one of the leaders in France in Point of Sale Advertising, with a presence on the market for temporary products as well as permanent products. The group is particularly strong in the luxury goods, cosmetics and automobile sectors, giving it strong potential for growth in other sectors in France and throughout Europe. Marie Laure PLV has built its business over the past 25 years by providing a global solution for its customers : from creation studies and engineering, to the production of multi-material display products including plastics, cardboard and metal.

The presence of Argos Soditic will allow Marie Laure PLV to become a key player on a market that remains very fragmented . The arrival of Lawrence Tuck-Sherman, ex-President of ALTAVIA Deutschland, as President of the Executive Committee, will further strengthen the group's capacity to accompany its clients as they expand to other European markets.

The operation was carried out in climate of reciprocal confidence. Marie-Laure Traux-Binsse will become President of the Supervisory Board and will remain a shareholder in the holding company, alongside Philippe Binsse, Lawrence Tuck-Sherman, Thierry de Mengin and other top managers. Together they will hold 47% of the company, with funds managed by Argos Soditic holding the remaining 53%.

Gilles Mougnot, President, Argos Soditic, said: *"We are pleased to participate in a new development phase for Marie Laure PLV, a company which offers both a recognized know-how and the potential for strong growth."*

Philippe Binsse, Managing Director, Groupe Marie Laure PLV, added: *« This new partnership will create a dynamic that will profit our clients, both present and future.»*

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, and Switzerland.. The firm has developed a unique strategy of carrying out projects that require deep involvement with the financial shareholders and managers of companies (MBI, spin-off, reorganization, build-up) it acquires. The group of funds managed by the firm typically take majority stakes ranging from €5 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 and Eau Eclarlate in France, Sparco and CH&F in Italy, and Maillefer and ORS in Switzerland. In 2006, the firm announced the closing of a new €275 M fund, Argos Soditic V, which allowed the firm to carry out an MBO of Driver/Sitour in France and GPP in Italy. Since the start of 2007, Argos Soditic has invested through an MBI in Alkan, has already made several investments since the beginning of the year, including the MBIs of Alkan, a subsidiary of MBDA France specialized in ejection systems for the aerospace industry, Chronolyss, a leader in home services for diabetics patients, and Axyntis, a fine chemicals company as well as the MBO of FHB, a diversified conglomerate.

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

ARGOS SODITIC France : Gilles Mougenot, Gilles Lorang, Bastien Guelton

Advisors :

- Financial Auditors : PriceWaterhouseCoopers (Didier Sidois)
- Legal Advisors, Buyers : DE PARDIEU BROCCAS MAFFEI (Guillaume Touttee)
- Strategic and Industrial Advisors : SOLVING INTERNATIONAL (Yves Hombreux)
- Tax Advisors : Cabinet ARSENE (Frédéric Donnedieu, Franck Chaminade)
- Advisors to Sellers: FINANCIERE ANNE-CHARLES (Jean-Michel Olagnier, Christophe Le Cornec)
- Legal Advisors, Sellers: Cabinet GRANRUT (Frédéric Cohen)
- Senior Financing: LCL Direction Ile de France EST – Arrangeur : (Erik Pebreuil)
 - o Société Générale
 - o Banque Populaire Rives de Paris
 - o Caisse d'Épargne et de Prévoyance Champagne Ardennes
- Mezzanine Financing: ACTO MEZZANINE (Eric Gallerne)

Press Contact: Madeleine Resener

Madeleine.resener@wanadoo.fr

Téléphone : + 33 6 20 41 39 82

