



PRESS RELEASE

Paris, April 1st, 2009



PPR announces entering into exclusive negotiations for the sale of Surcouf to Mr. Hugues Mulliez, founder of Youg's, a retailer of IT products and services.

The transaction will be subject to consultation with personnel representative bodies and submitted to the approval of competition authorities.



About Youg's

Youg's is a retailer specialized in the distribution of IT and digital products with 3 stores within the North of France and the South of Paris, with approximately 100 employees.

www.youg's.fr

About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €20.2 billion in 2008. The Group is present in 94 countries and territories with approximately 88,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, CFAO, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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