

RALLYE

RALLYE PRESS RELEASE

Rallye announces the sale of its US subsidiary specialized in athletic footwear, The Athlete's Foot's, to a management led group.

A restructuring plan has been implemented over the past two years by The Athlete's Foot in order to focus the company on its best corporate stores and to grow the franchise network. This strategy is reflected in the good sales growth of the past quarter and the signature of several new franchise agreements.

The Athlete's Foot's financial structure has been recently strengthened by a long term bond issue.

For Rallye, the impact in 2003 will not be significant but the disposal of this activity will be beneficial in 2004.

The Athlete's Foot accounted for less than 1 % of Rallye's consolidated net sales.

Paris, December 29, 2003