

Paris, October 3, 2011

RALLYE

Interim dividend reinvestment option in shares result

Rallye's Board of Directors held on 6 September 2011 approved an interim dividend of " 0.80 per share for 2011. Shareholders have been given the option for the total of the interim dividend to be paid in shares. The issue price for the new shares was set at " 20.77, corresponding to 90% of the average opening share price of the twenty trading days prior to 6 September 2011, less the interim dividend amount.

46.3% of the rights have been exercised in favour of this option.

The result of the dividend reinvestment option allows Rallye to increase its shareholders' equity by " 16.5 millions with the issuance of 793,939 new shares, which will be delivered and admitted for trading on Euronext Paris on October 6, 2011.

The new shares issued will be immediately assimilated to the existing shares.

The cash dividend, which amounts to a total of " 19.1 millions, will be paid on October 6, 2011.

Investor calendar:

Wednesday, October 12, 2011 (after the close of trading): 2011 third-quarter consolidated net sales

For more information, please consult the company's website: www.rallye.fr

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