

Paris, October 6, 2011

RALLYE

Increase of Rallye Group's holding in Grupo Pão de Açúcar (GPA)

Rallye announces today that it informed GPA that it increased its holding by 0.6 million preferred shares/ADRs* and 5 million call options giving it the right to acquire the same number of ADRs. Rallye's aggregate economic participation in GPA, including preferred shares/ADRs and the ADRs underlying call options, amounts to 5% of GPA's share capital.

As a result of these acquisitions, Rallye (majority shareholder of Casino) and Casino (number one shareholder of GPA) hold an aggregate economic participation in GPA (including ordinary shares, preferred shares/ADRs, and the ADRs underlying call options) amounting to 48.1% of GPA's share capital.

This acquisition reaffirms that Rallye is, as well as Casino, confident and committed towards Brazil and GPA.

* ADR: American Depositary Receipts listed on the New York Stock Exchange and representing preferred shares

Contact:
Didier CARLIER
+33 (0) 1 44 71 13 73