

RALLYE

Dividend reinvestment option in shares results

A dividend of €1.83 per share has been proposed at the Annual Shareholders' Meeting of May 19, 2010, stable compared with 2008. An interim dividend of €0.80 per share was paid on October 2, 2009, the balance thus amounts to €1.03 per share. Shareholders will be given the option for 50% of the balance to be paid in shares, thus €0.515. Subscription price is €23.47, thus 90% of the average opening share price during the twenty trading days preceding the date of the Annual Shareholders' Meeting less the dividend.

75.25% 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 € 16.2 millions with the issuance of 688,754 new shares (1.6% of its share capital), which will be delivered and admitted for trading on Euronext Paris on June 18, 2010.

The new shares issued will carry dividend rights from January 1st, 2010 and be assimilated to the existing shares of the Company.

The cash dividend, which amounts to a total of €26.7 millions, will be paid on June 18, 2010.

Calendar:

Friday, July 30, 2010: second-quarter consolidated net sales and 2010 first-half results

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

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