

Paris, October 5, 2010

RALLYE

Dividend reinvestment option in shares results

An interim dividend of " 0.80 per share for 2010 has been approved at the Board of Directors of September 6, 2010. Shareholders have been given the option for the total of the interim dividend to be paid in shares. Subscription price is " 23.08, thus 90% of the average opening share price during the twenty trading days preceding the 6 September 2010, less interim dividend.

85.02% 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 " 28.9 millions with the issuance of 1,251,109 new shares, which will be delivered and admitted for trading on Euronext Paris on October 7, 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 " 5.1 millions, will be paid on October 7, 2010.

Calendar:

Wednesday, October 13, 2010 (after the close of trading): 2010 third-quarter consolidated net sales

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

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