



FURTHER ESTABLISHMENT OF MONCEAU FLEURS OUTSIDE FRANCE

Opening of three new stores in Japan

Paris, 24th April 2008,

Groupe Monceau Fleurs (FR0010554113 – ALMFL) announces today the opening of three new Master Franchised sales outlets in Tokyo, thus pursuing its development in Japan following the opening of its partner's first two pilot entities in March and April 2007.

EXPORTING THE MONCEAU FLEURS CONCEPT ABROAD

Groupe Monceau Fleurs' international Master Franchised development policy began in 2003 under the 'Monceau Fleurs' brand name; it first established in Luxemburg, Portugal and Japan.

JAPAN: A STRUCTURALLY FLOURISHING MARKET

The Japanese market presents a number of characteristics that render it structurally flourishing regarding cut flowers and that match Monceau Fleurs' concept and positioning:

The second flower market in the world behind the United States, a high density of population and urbanisation, significant purchasing power and high GDP/inhabitant, and demand for cut flowers is traditionally high.

A NEW DEVELOPMENT PHASE IN JAPAN

In May 2006, Groupe Monceau Fleurs signed a partnership with one of the major flower and plant wholesalers in Japan. This agreement concerns the Master franchising of the Monceau Fleurs brand name throughout Japan.

The first stage of this agreement was realised via the opening of branch-stores in 2007. The first in the Jiyugaoka area in March, and the second in the Koishikawa area in April.

The opening of three new stores in March and April 2008 marks the second stage of this development, with two entities held by the partner itself (in the Setagaya kinuta and Kawasaki Be areas) and the first franchised sales outlet in the Kawasaki district.

Contacts

Groupe Monceau Fleurs Finance Department

+33 1 56 43 72 72

Contact-investisseurs@monceaufleurs.com

NewCap.

Financial Communication Agency

Simon-Laurent Zaks / Pierre Laurent

+33 1 44 71 94 94

monceau@newcap.fr