

Paris, 9 March 2009

APPOINTMENT AT REDCATS GROUP

Françoise Dévé has been appointed **Managing Director, Redcats Home Shopping Europe**, within **Redcats Group**, from 31 March 2009.

Françoise Dévé will be a member of the Redcats Group Executive Committee, reporting to Jean-Michel Noir, Redcats Group Chairman and CEO.

She takes over Olivier Izard, who spent 7 years at Redcats Group where he significantly contributed to the international expansion of the Group, first as a Managing Director of Redcats UK, then at the head of the Redcats Home Shopping Europe division. Olivier has decided to seize an opportunity outside of the Group.

The role of the **Redcats Home Shopping Europe** division is to develop the French brands (La Redoute, Cyrillus, Somewhere, Vertbaudet, Daxon) and the Swedish one (Ellos) at an international level. This division gathers the following countries: Austria, Belgium, Denmark, Finland, Greece, Italy, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

Françoise Dévé started her career as a Product Manager at La Redoute, in 1976. She then held several positions within the marketing and product departments before becoming Commercial Director at La Redoute stores in 1989.

In 1995, she was promoted head of Apparel for La Redoute (France and International), then Marketing Director for La Redoute France, in 2000.

In 2002, Françoise Dévé took the responsibility of the Empire Stores brand, at Redcats UK, in the United Kingdom. Since 2004, she has been Managing Director of Redcats Nordic (Ellos brand), in Sweden.

Françoise Dévé is graduated from ESC Le Havre.

Emmanuelle Picard-Deyme

PRESS:
+33 (0)1 56 92 98 07

epicarddeyme@redcats.com

About Redcats Group

In apparel, home furnishing and leisure, Redcats Group brings together 14 brands in home shopping: Avenue®, Woman Within®, Jessica London®, Roaman's®, KingSize®, The Sportsman's Guide®, The Golf Warehouse®, La Redoute, La maison de Valérie, Vertbaudet, Cyrillus, Somewhere, Daxon and Ellos, present in 30 countries. Redcats Group generated 3.69 billion euros of sales in 2008, including 42.2% on Internet and employs approximately 20,000 associates. Redcats Group is based on a multichannel distribution network combining e-commerce, catalogues and stores. Redcats Group is a PPR Company. For any further information: www.redcats.com