



Press release

Publishing date: January 20th 2006

5àSec acquires one of the most important French network of dry-cleaners

5àSec group, the world leader in retail textile care strengthens its network of corporate shops in France, acquiring the 28 shops of the Hénault-Morel group, one of the most important French networks.

The 5àSec group's strategy is to continue the growth of its mixed network of corporate and franchised shops in the textile care industry, both through organic expansion and through targeted acquisitions.

« We are extremely satisfied with this acquisition. Our group is strengthening further thanks to the purchase of this network of shops, some of which were already managed under the 5àSec brand through a franchisee, and to the integration of dynamic, competent teams highly attached to the values of our brand » says Olivier Bédât, 5àSec Chief Executive Officer.

With this purchase, the 5àSec group consolidates its position as leader on the French market, now owning directly almost 25% of the country's 5àSec network. With franchising remaining the key development mode, this will be a great support for a continuous development of services devoted to customers and franchisees.

The acquired shops are from now on integrated within the 5àSec France structure, ran by Thomas Labrunye, General Manager.

The Hénault-Morel company, based in Caen (Calvados), was created in the middle of the 19th century. Its shops are situated in Basse-Normandie, Pays de Loire and Alsace regions.

Eric Hénault-Morel, Chairman: « Our integration into the 5àSec group will give another dimension to our group and will offer new prospects for our employees. I am personally delighted to be able to ensure the durability of this more than a century old family business. »

About the 5àSec group

Created in 1968, the 5àSec group (www.5asec.com) has developed a unique concept of textile care shops which guarantees quick service and quality to the customer.

World leader in its activity, 5àSec will open more than 100 points of sale throughout the world this year and has today over 1,450 shops in some thirty countries.

The 5àSec group's main shareholder is the Pan-European equity fund EAC based in London (www.eacgroup.com).

In 2005, total turnover of the 5àSec brand has exceeded 235 million euros.

5àSec Press service. Trimedia Communications

Radia Iber 01.55.30.70.81

radia.iber@trimedia.fr

5àSec Contact : Dry Clean International

Olivier Bédât : +41.22.860.80.40

Olivier.bedat@5asec.com