Press Communication

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5àSec strengthens its network of corporate shops and continues to develop in Europe

The 5àSec group, world leader in retail textile care increases its network of corporate shops in Europe. At the end of December 2006, the group acquired the fifteen shops from its Master Franchisee in Luxembourg, the fourteen shops in Switzerland from its competitor En 5 Sec SA and three important shops from one of its franchisee's in Paris.

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 these acquisitions which will permit us to consolidate our positions in Switzerland and in Paris as well as helping us in opening new growth perspectives in the Benelux countries. They also allow contractors to ensure the continued existence of their enterprise and thus the future of their collaborators," says Olivier Bédat, 5àSec President and Chief Executive Officer.

With these acquisitions, the 5àSec group consolidates its leader position in the European and World market and owns now almost 20% of the 5àSec shops in Europe (210 points of sales out of 1'057). With franchising remaining the key development mode, this will be a great support to pursue the 5àSec's development and again better serve its franchisee network.

The 5àSec group is present since 1971 in Luxemburg and was introduced by the Apel family. Through the impetus of their daughter Liliane and of her husband Klaus Weinert, this network developed to become a true reference of quality and rapidity in the Grand Duché. Therefore, the platform created in Luxembourg will make the development of the brand in the Benelux countries easier.

The company En 5 Sec SA was created in 1978 in Geneva by Denis Mauvais, son of a cleaner from Franche-Comté (France). During the last years, this network has developed a very interesting offer of services to enterprises (hotels, airline companies, retirement houses, etc.) which will be further developed by 5àSec. The company will be integrated within the 5àSec Swiss subsidiary which will have now the right to use the name 5àSec for its shops in Geneva.

About the 5àSec group
Created in 1968, the 5àSec group (www.5asec.com) has developed a unique shop concept in the textile care which guarantees the client fast and top quality service. World leader in its business, 5àSec will open this year more than 100 points of sale throughout the world and has today, more than 1'585 shops in some thirty countries. In 2006, the global turnover of the 5àSec brand bypassed 250 millions of Euros.
The 5àSec group's main shareholder is the Pan- European equity fund Milestone Capital, based in London (www.milestone-capital.com).

Service Presse 5àSec. Trimedia Communications	**Contact 5àSec : Dry Clean International**
Radia Iber +33 1.55.30.70.81	Olivier Bédat : +41.22.860.80.40
radia.iber @trimedia.fr	Olivier.bedat@5asec.com