



PRESS RELEASE

Paris, November 23, 2010



Alexandre Bompard Appointed Chairman and CEO of FNAC

François-Henri Pinault, Chairman and CEO of PPR, announces the appointment of Alexandre Bompard as Chairman and CEO of FNAC that will take effect in the beginning of 2011. Alexandre Bompard will be a member of PPR's executive committee.

This appointment underscores PPR's will to lead FNAC in a new development phase. After successfully anticipating changing consumption trends and showing its capacity to resist thanks to strong financial management, FNAC is currently well positioned to meet new challenges in a very competitive market.

Alexandre Bompard will succeed Christophe Cuvillier who will join François-Henri Pinault at PPR with new responsibilities.

François-Henri Pinault, Chairman and CEO of PPR, stated "I would like to pay tribute to Christopher Cuvillier's commitment and management which allowed FNAC to conquer strong positions in its markets and navigate through the crisis in an exemplary fashion. Under his leadership, FNAC increased its profitability and confirmed its status as France's favorite store. I am very pleased to greet Alexandre Bompard who has an extremely accomplished career in the media sector. I am convinced that his talent, his experience and his creativity will allow FNAC to comfort its position as a leader in the digital revolution in all markets, both in France and internationally."

At 38, Alexandre Bompard is a graduate of the Institut d'Etudes Politiques in Paris and holds a Masters degree in public law and a postgraduate degree in economics. Upon graduating from l'Ecole Nationale d'Administration (ENA, promotion Cyrano de Bergerac), he joined the Inspection Générale des Finances. Four years later, he became Technical Advisor to François Fillon, then Minister of Social Affairs, Labor and Solidarity in 2003 and a member of his cabinet. In 2004 he joined Canal+ and became Bertrand Méheut, President of Canal+ Director of cabinet. From 2005-2008 Alexandre Bompard was Director of Sports at Canal+ and the group's Director of Public Affairs. Since 2008, Alexandre Bompard has been Chairman and CEO of Europe 1.

About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €16.5 billion in 2009. With approximately 73,000 employees the Group is present in 59 countries. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



Contacts

Press :	Charlotte Judet	01 45 64 65 06	cjudet@ppr.com
Analysts/Investors:	Alexandre de Brettes	01 45 64 61 49	adebrettes@ppr.com
	Emmanuelle Marque	01 45 64 63 28	emarque@ppr.com
Website:	www.ppr.com		