



DIA Group turnover increased by 10% in 2008 with gross sales reaching 10,560 million Euros

DIA Spain closed 2008 with 2,796 stores and a gross turnover of 4,532 million Euros, 11.92% higher than 2007.

Madrid, 16th February 2009. In 2008, DIA (Distribuidora Internacional de Alimentación, S.A.) obtained combined gross sales totalling 10,560 million Euros from all the countries in which the company operates. At the end of 2008, DIA counted on 6,252 stores distributed throughout Spain, France, Portugal, Greece, Turkey, Brazil, Argentina and China, with a workforce of 52,375 employees.

DIA Group stores are located as follows:

SPAIN	2,796 stores.
FRANCE	914 stores.
PORTUGAL	498 stores.
GREECE	372 stores.
TURKEY	613 stores.
ARGENTINA	410 stores.
BRAZIL	327 stores.
CHINA	322 stores.

In 2008, DIA initiated a process to modernize its image which has been reflected by modifying its logotype and transforming the aesthetics of its stores. During 2009 this innovative image is to be extended to product packaging.

DIA in Spain

DIA closed the year with 2,796 establishments (1,972 own stores and 824 franchises) and a workforce of 21,093 employees, of which more than 90% have fixed contracts.

The speed of the store network reconversion to DIA Market and Maxi DIA (the latter now known as DIA Maxi) was emphasised during 2008, and has been the key to the strong increase in the sales figures. DIA Market closed the year with a total of 278 stores, which greatly exceeded the 2008 objective of 191 stores. With respect to Maxi DIA, at the end of the year, 430 commercial establishments were in operation. Despite the current economic climate, DIA is

continuing with the commitment to boost its store network reconversion project, but maintaining its commercial policy which has always been committed to offering the best quality-price relationship in the market.

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