

Levallois, September 18<sup>th</sup> 2009

### **Carrefour Group opens four new stores under the DIA banner**

Following the opening of its first seven stores under the DIA banner, the Carrefour Group is continuing the deployment of its hard discount banner with the opening of four new stores on Friday 18 September 2009 at Romilly-sur-Seine (10), Ham (80), Pontarlier (25) and Hesingue (68) in France.

These stores, which previously operated under the Ed banner, have been transformed to offer their customers the best of the DIA concept. With a resolutely hard discount sales positioning, these stores feature a modern design and offer a more pleasurable shopping experience, with an added emphasis on fresh produce. As a result, customers benefit from an assortment of 3000 items, available in bright and friendly surroundings, enabling them to enjoy a varied and balanced diet at hard discount prices. These new stores offer 1,700 quality DIA products benefiting from a registered designation of origin, the freshness and variety of more than 100 fruits and vegetables, and a selection of major brands to satisfy the needs of the whole family.

#### DIA Store – Romilly-sur-Seine (10)

Located at 21 avenue Anatole France, this store with a surface area of 972 sq.m. is operated by a team of 10 people. It is open non-stop from Monday to Saturday, 9 am to 8 pm.

#### DIA Store – Ham (80)

Located on rue Baudelaire, this store with a surface area of 1,082 sq.m. is operated by a team of 9 people. It is open from Monday to Thursday, 9 am to 12.30 pm and 2 pm to 7.30 pm, and Friday and Saturday, non-stop from 9 am to 7.30 pm.

#### DIA store – Pontarlier (25)

Located at 29 avenue de l'Armée de l'Est, this store with a surface area of 994 sq.m. is operated by a team of 9 people. It is open from Monday to Thursday, 8.30 am to 12.30 pm and 2 pm to 7.30 pm, and Friday and Saturday, non-stop from 9 am to 7.30 pm, and on Sunday morning, 9 am to 1 pm.

#### DIA store – Hesingue (68)

Located on rue de St Louis, this store with a surface area of 802 sq.m. is operated by a team of 9 people. It is open from Monday to Thursday, 8.30 am to 12.30 pm and 2 pm to 7 pm, and Friday and Saturday, non-stop from 8.30 am to 7 pm

### **Press contact – Carrefour Group**

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