



Levallois, October 1, 2009

**The Carrefour Group opens a new store in Bourg-Saint-Maurice  
under its DIA hard discount banner**

**First franchised store, in partnership with Provencia**

The Carrefour Group continues to roll out its hard discount banner, DIA, in France with the opening of a new store in Bourg Saint-Maurice (73) on October 1, 2009.

It will be the first DIA store to be operated as a franchise, and will be run by Provencia, a historic partner of the Carrefour Group. Provencia is a regional distribution group established in Annecy in 1963 that promotes products from the Rhône-Alpes region by giving them pride of place in its stores.

Customers of the new store will experience the DIA concept at its best. With a resolutely hard discount sales positioning, the store features a modern design and offers a more pleasurable shopping experience, with an added emphasis on fresh produce. Customers benefit from an assortment of 3,000 items displayed in bright and friendly surroundings, and can enjoy a varied and balanced diet at hard discount prices. The store offers 1,700 high quality DIA products from approved sources, and these - together with a variety of over 100 fresh fruits and vegetables and a selection of major brands - will satisfy the needs of the whole family.

Located in Les Jardins de Rochefort on the N90, the store has a staff of 10 and a surface area of 838 sq.m. It is open Monday to Thursday, 8.30 am to 12.00 pm and 2.30 pm to 7.00 pm, and Friday and Saturday from 8.30 am to 7.30 pm non-stop.