



Clarel is born - a specialist in personal care and home products

/ The company is to transform the 1,130 stores that it acquired this year from the Schlecker group in Spain and Portugal.

/ The stores will focus on the sale of home, beauty and personal care products.

Madrid, 28 October 2013. Clarel is the new banner of the DIA Group under which the 1,130 Schlecker stores that it operates in Spain and Portugal (and which were acquired in February) are to be renovated. This renovation is due to begin in mid-November.

The new store format is focused on the sale of personal care products, including categories such as beauty and health, as well as home and cleaning products. Clarel's exclusive brand will be Bonté, together with other brands that already existed in the previous stores, such as Baby Smile, Basic Cosmetics and AS.

Click [here](#) to download the new logo of Clarel, as well as numerous photographs and graphics resources of DIA.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2012, gross sales under banner reached EUR11.679bn. At present, the company has close to 7,000 stores in the countries in which it operates.

▪ **EXTERNAL RELATIONS**

Nieves Álvarez – Lara Vadillo – Ginés Cañabate
Tel: +34 91 398 54 00 Ext. 33340 / 33886 / 33342
+34 650.64.16.36 / 619.22.65.87
comunicacion@diagroup.com