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PRESS RELEASE

<p>Banque Accord Auchan) pursues its international development by launching a payment card in Italy</p>
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Banque Accord, a wholly-owned subsidiary of the Auchan group, accompanies the group in its international expansion by launching the Auchan Accord payment card in Italy.

In Italy, AccordItalia, a wholly-owned subsidiary of Banque Accord, obtained official permission in June 2003 to issue its charge card in partnership with Agos Itafinco, an Italian subsidiary of Sofinco.

Already in use by team members from six stores since the beginning of summer, the card is now being launched in the 36 Italian Auchan hypermarkets as part of its annual operation entitled "40 giorni Auchan – I meno cari dell'anno » (the 40 cheapest Auchan days of the year).

The card gives automatic access to the Auchan stores' customer loyalty scheme. As part of the launch, Auchan Italy decided to double up on loyalty bonuses offered to holders of the new card.

The in-store financial services market is booming in Italy, and AccordItalia also plans to widen its range of standard credit cards and financial products, while increasing the range of services clients can choose from in-store.

Banque Accord is now present in 5 countries : France, Spain, Portugal, Italy and Poland.