

Monday, July 02, 2007

**PRESS RELEASE**

**OPENING OF THE SECOND SPRIDER STORE IN ROMANIA**

Thousands of consumers visited on Saturday, June 30 and Sunday, July 1 the new SPRIDER STORE in Timisoara Romania, the second one in Romania and fifth in total outside the Greek border, which complements the dynamic penetration of the markets of Bulgaria, FYROM and Cyprus.

Following the great success of the Bucharest SPRIDER STORE, the Group's presence in the Romanian market is broadened through the establishment of a new store in "Iulius Mall", one of the most modern, elegant and impressive malls in the city of Timisoara. The new SPRIDER STORE covers a total selling surface of 1.370 square meters and includes specially designed and signposted departments for men, women and children, making it easy for the consumers to choose quickly and easily the products in need.

The new point of sale provides a full range of clothes, shoes and accessories for every style and occasion, always offering the best price to quality ratio, while the strategically selected location of the store, within the most popular mall of the city, which represents a center of attraction for the inhabitants of Timisoara and its ten neighboring cities, contributes in strengthening the Group's position in the Romanian market.

With the operation of the second SPRIDER STORE in Romania, and fifty fourth in total, the Group extends its presence in South Eastern Europe, where today it also operates stores in Sofia, Skopje, Bucharest and Limassol, emphasizing in its international orientation and continues smoothly carrying into effect its strategic planning for further expansion in Greece, where today it operates in total 49 points of sales as well as abroad.