

## LaCie

Revenue as of September 30, 2009 = -10%

	07/09-09/09	07/08-09/08	Var M€	Var %
	3 months	3 months		
Europe	39,4	39,8	- 0,4	-1%
Americas	23,1	29,8	- 6,7	-22%
Asie	5,5	6,0	- 0,5	-8%
<b>TOTAL</b>	<b>67,9</b>	<b>75,5</b>	<b>- 7,6</b>	<b>-10%</b>

*IFRS - unaudited*

### MARGIN DRIVEN BUSINESS

LaCie reported revenue of €67.9 million for the quarter ended September 30, 2009 (IFRS). This compares to revenue of €75.5 million in the year-ago period, representing a 10% decrease with forex (-11% without forex). Europe accounts for 58% of the revenue, versus 34% for Americas and 8% for AsiaPac. After neutralization of forex, sales by geographical areas vary by +1%, -26% and -13% respectively. 76% of the decrease in sales relate to Basic products. Basic products represent 27% of the overall sales, to be compared to 32% in the year-ago period.

“We anticipated lower numbers given the context”, commented Pierre van der Elst, Deputy General Manager. “We keep on focusing our attention on margin rather than on sales. The second quarter is crucial in our industry but we are rather optimistic: our customers seem to be appreciative of our latest products”.

### KEY TOPICS OF THE QUARTER AND IMPACT ON THE FINANCIAL OUTLOOK

- ✓ Fifteen years after LaCie's first collaboration with Philippe Starck, the new Starck Hard Drives launched in October 2009 underscore the importance of developing products that are as functional as they are beautiful.
- ✓ LaCie appointed ELECOM, the leading Japanese supplier of PC and AV accessories, as its sole distributor in Japan beginning January 1, 2010. ELECOM will incorporate the responsibilities of sales, technical support and repair for LaCie products in the Japanese market. LaCie has plans to re-organize its offices in Japan to align with the new arrangements of the partnership.
- ✓ LaCie decided to replace its current ERP by SAP. The roll out should happen entity by entity over the fiscal year starting July 1, 2010.

### Next release

Financial information about the Q2FY10 on 01/28/2010 after Euronext is closed.

### About LaCie

Located in North America, Europe, Asia and Middle East, LaCie is the leading manufacturer of computer peripherals for PC, Apple and Linux users. LaCie has differentiated its products through original designs and leading-edge technology. Find all information at [www.lacie.com](http://www.lacie.com).

This press release includes statements that may constitute forward-looking statements. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking statements. Although the Company believes the expectations contained in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove correct. These statements may involve risks and uncertainties that could cause actual results to differ materially from expected results. Such risks include, but are not limited to, risk factors described in the prospectus and in the Company's periodic and other filings. The Company assumes no obligation to update the forward-looking statements contained in this press release.