

LaCie

Revenue as of June 30, 2010 = -5% year over year

	06/09 - 06/10	06/08 - 06/09	Var M€	Var %	T4 FY10	T4 FY09	Var M€	Var %		
	12 months	12 months			3 months	3 months				
Europe	171,7	183,8	-	12,0	-7%	34,4	35,9	-	1,5	-4%
Americas	91,0	95,1	-	4,2	-4%	22,6	22,0	-	0,6	3%
Asie	23,4	22,3	-	1,1	5%	6,8	6,3	-	0,5	8%
TOTAL	286,1	301,2	-	15,1	-5%	63,8	64,2	-	0,4	-1%

IFRS - unaudited

A YEAR IN LINE WITH EXPECTATIONS

LaCie reported revenue of €64 million for the quarter ended June 30, 2010 (IFRS). This represents a 1% decrease with forex (-5% without forex). Europe accounts for 54% of the revenue, versus 35% for Americas and 11% for AsiaPac. After neutralization of forex, sales by geographical areas vary by -7%, -4% and -4% respectively.

LaCie reported revenue of €286 million for the year ended June 30, 2010 (IFRS). This compares to revenue of €301 million in the year-ago period, representing a 5% decrease with and without forex. Europe accounts for 60% of the revenue, versus 32% for Americas and 8% for AsiaPac. After neutralization of forex, sales by geographical areas vary by -7%, -3% and -2% respectively.

"We underwent a major strategic shift this year", explained Philippe Spruch, CEO. "We decided to exit the entry-level market. By doing so, we favored our profit over our revenue. We took an approach totally different from our competitors and successfully broke in the USB flash key market while, thanks to our investments in R&D, we launched even more differentiated devices with superior performance, aimed at the most demanding niches. It took guts to make such choices but the outcome is positive: we are neither disappointed in our revenue nor in our profitability which will be confirmed early in October. We cannot stop innovating though: our teams are currently developing a NAS solution completely integrated with online storage. This unique offering will be very simple of use and will be available in October/November 2010. It should leverage our revenue at the end of the calendar year 2011."

KEY TOPICS OF THE QUARTER AND IMPACT ON THE FINANCIAL OUTLOOK

- ✓ LaCie enriched its offering of safe mobile devices with the USB 3.0 Rugged (with fastest interface on the market), the Rugged Safe (featuring unbreakable 128-bit AES hardware encryption, the safest biometric authentication technology, and a shock-proof enclosure) and the LaCie XtremKey (USB flash drive protected by an impenetrable shell resistant to 5-meter drops, fierce heat and bitter cold).
- ✓ LaCie decided to postpone the migration of its ERP under SAP to January 2011, in order to secure its operations during Back to School and Holiday campaigns.

Next release

Annual financial results on 10/07/2010 after Euronext is closed.

About LaCie

Located in North America, Europe and Asia, 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.

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.

