



PRESS  
RELEASE

Montrouge, January 10, 2006

PRESS RELEASE

Paris, 10 January 2006 Gamm Vert has become a key player in outdoor leisure - or "green" retailing - in France since the In Vivo cooperative created the franchise in 1986. Green retailing offers a fresh source of growth for activities related directly to agriculture and is thus a key area of economic focus for the cooperatives that are the main shareholders in the Gamm Vert franchises. Pursuing its commitment to support the farming and agro-food industries, IDIA has set up Gamm Vert Développement, an investment company that will work with Gamm Vert SA to foster the medium-term development of the network's franchisees.