



PRESS  
RELEASE

Montrouge, June 19, 2007

### FINAREF LAUNCHES THE MADELIOS PRIVATE-LABEL CARD

The Madelios card, marketed under "le privilège de l'homme" ("a man's privilege"), has been launched on 18 June 2007. The card bears the logo of the Paris department store dedicated to men's fashion.

This is the first time Finaref has issued a card linked exclusively to a single store. The card carries a number of benefits: payment facilities, reductions, gifts and a host of services and benefits...