

PRESS RELEASE

27 January 2010

The Deichmann Group creates the common controlling company Deichmann SE

Essen, 27 January 2010 - Heinrich Deichmann-Schuhe GmbH & Co. KG has, by means of an accrual to Deichmann SE, merged into a common controlling company for the entire Deichmann Group with effect from 1 January 2010.

In 2008 Deichmann SE had already changed its legal form from Deichmann International Holding GmbH to a Societas Europaea with the interim step of first changing into a stock corporation; it has a monistic management structure with an administrative board and managing directors. Through Deichmann SE the Deichmann Group can now steer its national and international business; the company's registered office will also in the future remain in Essen.

The Deichmann Group is still in the hands of the founding family, which holds 100% of the shares. The company is the market leader in both the German and European retail shoe market and employs over 28,000 employees worldwide in over 2,700 branches (ca. 1,150 of which are in Germany). Under the name of DEICHMANN, branches operate in Germany, Austria, Great Britain, Denmark, Poland, Slovakia, Hungary, Czech Republic, Slovenia, Turkey, Sweden, Romania, Croatia, Italy, Lithuania and Bulgaria. Furthermore the Group is also represented in Switzerland (Dosenbach/Ochsner/Ochsner Sport), the Netherlands (van Haren) and in the USA (Rack Room Shoes/Off Broadway).

On behalf of Deichmann:

Shearman & Sterling LLP (Dusseldorf):

Georg Thoma, Dr. Hans Diekmann, Dr. Michael Schmidt-Versteyl

Luther Rechtsanwaltsgesellschaft mbH (Essen):

Dr. Arndt Begemann (Notary Public)

Inhouse:

Martin Heynen, Michael Lenarz, Dr. Lars Jendrian

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