



European Marketing Distribution

**Press Release**

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## **GROUPE CASINO JOINS EUROPEAN BUYING GROUP EMD**

- **As of December 20, 2010 EMC Distribution, Groupe Casino's buyers in France, will be joining European buying group EMD.**

EMC is one of France's biggest buying groups, especially for private label products thanks to the bulk purchasing for top names Casino, Monoprix and Leader Price. Throughout this new partnership with EMD, the Groupe Casino's buying group will further enhance their competitive advantage. The 15 members of EMD include around 500 grocery retailers with almost 150,000 points of sale.

The partnership will enable EMD to consolidate its leading role in Europe. This latest addition comes at a time when EMD is immersed in restructuring its operations and organisation, under the guidance of a new management team. This new, deliberately lighter and more flexible structure will guarantee effective coordination and more efficient liaising between each of the buying structures.

### ***About Casino***

The Groupe Casino is one of the world's leading food retailers, active in multiple retail formats.

The Group's results, which in recent years have enjoyed steady growth, are the result of its unique market positioning and its ability to anticipate changing lifestyles and consumer practices. With a turnover of 26.7 billion Euros, the Group has almost 11,000 stores, including 9,364 in France, and 200,000 people working worldwide.

### ***About EMD***

Present in 16 European countries, EMD is the leading buying group for the food retail sector. With a potential turnover of nearly 130 billion Euros, the buying group is currently further consolidating its contracts with the producers of branded products and the sourcing of private label products.

**For further information:**

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