

PRESS RELEASE – Halle (Belgium), January 29 2010 17:45h CET – Regulated information –
Trading update Q3 2009/2010

SALES CONSOLIDATED

SALES OF THE FIRST NINE MONTHS OF 2009/2010

Sales growth of Colruyt Group accelerates in 3rd quarter.

**Our customers experience Colruyt Group as a reliable partner in times of
economical crisis.**

During the first nine months of the financial year 2009/2010 (period from 01/04/2009 to 31/12/2009) the Colruyt Group recorded a consolidated sales increase of 7.5% to EUR 5,126.2 million, compared with EUR 4,769.7 million in the same period last year. The sales realised in the different segments of the Group are detailed in the table below.

Sales from the Group's retail business activities, mainly driven by our Colruyt banner stores, grew by 6.8% to EUR 3,979.7 million. By the end of December 2009, the Belgian retail business consisted out of 214 Colruyt, 63 OKay and 6 Bio-Planet stores for food and of 38 non-food stores of the DreamLand Group. The activities in France comprised 48 owned stores. The wholesale and foodservice activities of the Colruyt Group grew by 11.8% to EUR 902.0 million as a result of the continued growth of Spar Retail NV and the strong development of our activities in France. The sales of our French Foodservice activities grew stronger in comparison with the total French market. Sales in our other activities decreased with 1% to EUR 346.4 million. This decrease is mainly driven by our DATS-24 petrol stations where the decrease in sales was due to the decline of the petrol prices.

Our trading results for the first nine months of 2009/2010 were mainly impacted by:

- *The economic crisis:* Sales within our retail activities showed a positive evolution as a result of the Group's consistent lowest price strategy in the current economical environment. This economical crisis had a negative impact on restaurants visits leading to an increased activity in retail and wholesale since more families celebrated Christmas and New Year at home.
- *Influence of the cold winter weather:* Due to severe weather conditions, families preferred to shop in our nearby banner stores Spar and Okay, generating higher sales.
- *Inflation:* The third quarter of this financial year (4th quarter of the calendar year) was impacted by a 0.28% deflation. By the end of December, the 7-month period of deflationary pressure came to an end, and inflation went positive again amounting to 0.26%. The overall deflation in 2009 came in at 0.04%, which is historical in Belgium.
- *The Colruyt Group continues to develop the Extra discount card:* Today the Colruyt Group will continue to develop the extra card to maintain an optimal, more efficient and sustainable communication with its customers.

REVENUE BY OPERATIONAL SEGMENT

(in EUR million)	01/04/2009 - 31/12/2009	01/04/2008 - 31/12/2008	evolution
Retail	3,979.7	3,726.8	6.8%
Wholesale and Foodservice	902.0	806.8	11.8%
Other activities	346.4	350.1	-1.0%
Total operational segments	5,228.1	4,883.7	7.1%
Transactions between operational segments	(101.9)	(113.9)	
Consolidated	5,126.2	4,769.7	7.5%

Since the reporting period 2009-2010, the Group reports according to IFRS 8, hence the figures of the comparative period have been revised.

Financial calendar

- Announcement results financial year 2009/2010 28/06/2010
- Sales figures first quarter 2010/2011 29/07/2010
- General Meeting of Shareholders 2009/2010 15/09/2010

Contacts

Wim Biesemans, CFO Colruyt Group +32 2 360 10 40
François Van Leeuw, Investor Relations +32 2 360 10 40

Risks relating to forecasts

Statements by the Colruyt Group included in this press release, along with references to this press release in other written or verbal statements of the group which refer to future expectations with regard to activities, events and strategic developments of the Colruyt Group, are predictions and as such contain risks and uncertainties. The information, which is communicated, relates to information available at the present time. This can differ from the final results. Factors that can generate any variation between expectation and reality are: changes in the micro- or macroeconomic context, changing market situations, changing competitive climate, unfavourable decisions with regard to the building and/or extension of new or existing stores, procurement problems with suppliers, as well as all other factors that can impact the group's result. The Colruyt Group does not make any commitments with respect to future reporting that might have an influence on the group's result or which could bring about a deviation from the forecasts included in this press release or in other communications of the group whether written or oral.