



Athens, 17.11.11

PRESS RELEASE

SARANTIS GROUP STRENGTHENS ITS PRODUCT PORTFOLIO

Within the context of its strategic development and aiming to further reinforce its product portfolio Sarantis Group undertakes the exclusive distribution of the brands KOLYNOS, ACT, DENIM, TESORI D'ORIENTE, VIDAL and LEOCREMA from 02/11/2011.

The aforementioned products belong to the category of personal care products and were previously distributed by the company Notos Com.

Starting from 02/11/2011 Sarantis Group will be the exclusive distributor of these products distributing them in its existing network in Greece and Cyprus, while no cost was assumed by the company for this change.

Sales recorded from these products in 2010 amounted to 1.1 mil. euros.