



PRESS RELEASE
Paris - January 26, 2010

2009 revenues: € 180.2 million

DANE-ELEC Memory, manufacturer and distributor of digital products (Dram memory chips and storage and hand-held products) is pleased to announce its revenues for financial year 2009.

Consolidated data

In € million (pre-audit figures)	2008	2009	Published change	Change at constant exchange rates
First quarter	41.6	33.0	-21%	-25%
Second quarter	36.5	39.6	+8%	+1%
Third quarter	36.9	52.0	+41%	+34%
Fourth quarter	46.8	56.2	+20%	+25%
Total	161.8	180.2	+11%	+9%

Dane-Elec Memory Group posted revenues of € 180.2 million for 2009, an 11% increase on 2008. Changes in exchange rates had a positive impact of € 4.5 million over the full year.

Sales for storage products (Flash memories and external hard drives) accounted for 91% of group activity, with Dram modules and hand-held products (Intervalle) generating 5% and 4% of revenues respectively.

The breakdown in consolidated revenues by geographical region is as follows: 44% for Europe, 48% for the United States and 8% for Asia and the Middle East.

Review of activity in 2009

2009 saw Dane-Elec Memory maintain a gradual improvement in quarter-on-quarter sales thanks to the success of its new product lines.

The group's strategy for licensed sales (*Duracell*, *Hello Kitty*, etc.) generated both new market share and an improvement in company margins.

Dane-Elec Memory also enjoyed a comeback on the B2B market thanks to its innovative offers (in particular *NoLimit Memory*) and its increasingly efficient management of the procurement of electronic components (Wafer).

This dynamic growth in sales of products with a higher value-added and the careful control of company overheads led to a progressive recovery in Dane-Elec Memory's bottom line as reflected in the group's fourth quarter figures.

Outlook

For its storage products, Dane-Elec Memory plans to step up the procurement of raw materials directly from its manufacturers in 2010. This strategy will not only mean greater flexibility in its inventory management but will also strengthen the group's sales potential.

At the same time, the strong commercial success of Microsoft's new PC operating system, *Windows 7*, is expected to trigger a gradual recovery in demand for Dram modules.

Digital product distribution by group subsidiary, Intervalle, should benefit from the new names in its customer base which include computer manufacturer, Dell.

Finally, the first version of Dane-Elec Memory's new *myDitto* offer (www.my-ditto.com) will go on sale as of March 2010. *myDitto* allows users to access secure data stored on an external hard disk at their home or office from anywhere in the world and without the need for any particular configuration. The product's strong welcome amongst sector professionals (distributors, journalists, etc.) at the CES in Las Vegas where it won a *CES Innovation Award* is a sure sign of its future commercial success.

Next publication: 2009 results on Thursday 18 March after the close of trading.

About DANE-ELEC Memory

Founded in France in 1985 by David Haccoun and Nessim Bodokh, Dane-Elec Memory is an international company headquartered near Paris. The company specializes in the manufacture and distribution of digital products including Dram memories and storage and hand-held products.

A global player, Dane-Elec Memory operates in Europe, the United States, Asia and the Middle East. The group has a manufacturing and assembly plant in Ireland, three assembly units in the United States, Ireland and France, and two packaging logistics platforms in the United States and France, making it extremely responsive to demand.

Dane-Elec Memory also has a hand-held product distribution subsidiary, Intervalle, in France.

In 2009, Dane-Elec Memory generated revenues of € 180 million.

Dane-Elec Memory is listed on Segment C of Euronext Paris and has been awarded the label of Innovative Company by France's National Agency for Industrial Innovation, OSEO innovation.
ISIN: FR000036774, MNEMO: DAN, BLOOMBERG: DAN:FP, REUTERS: DEMY.PA.

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