



Press release
2 September 2009

**“Positive is back”
Carrefour’s new positioning
expressed in a resolutely optimistic advertising campaign**

“Positive is back”. This new stance sees Carrefour taking the offensive once again and developing a new communications platform to support the transformation being embarked upon by the Group. Carrefour’s message to its customers is not merely optimistic, it reflects a new state of mind and a resolutely enthusiastic, proactive commitment. It is a manifestation of the company’s undertaking to improve the lives of its customers, offering positive solutions to lighten the load for consumers on a day-to-day basis.

Having resolved to become “France’s favourite retailer”, Carrefour has chosen to forge ahead, make a fresh start, whilst at the same time using its heritage as a stepping-off point. “Positive is back” is the Group’s new slogan, an expression of the brand’s unshakeably optimistic and committed state of mind. Its new stance is in line with the current concerns of French citizens, who are seeking simple, accessible solutions to improve their day-to-day lives.

It is also motivating and attractive for employees of the brand, encouraging them to go that extra kilometre to help their customers.

“The positive has been a key element in our identity for a number of years. This stance is symbolic of our determination to become France’s favourite retailer. We are more determined than ever to provide our customers with concrete and innovative solutions to improve their quality of life,” explains Gilles Petit, Executive Director of Carrefour France.

High quality discount products, easier shopping, accessible organic goods, new technologies, eco-friendly products ... these are all examples of positive undertakings Carrefour intends to reinforce as the Group evolves.

On 4 September, Carrefour will launch a large-scale campaign to announce its new platform, orchestrated by the dedicated structure within the Publicis Group known as “K4”. This communications campaign will be rolled out widely in France through press releases (photographs by Matthieu Deluc) and TV spots produced by Laurent Chanez.

The announcement of Carrefour’s new stance will be followed by advertising campaigns spotlighting real examples of action taken to make customers’ day-to-day lives more positive, such as a menu at €1 per person.



Details of media campaign:

Television

- Four 35-second films
- Producer: Laurent Chanez
- 982 million contacts (15 years and up) - 90% of target
- To be broadcast 4-20 September 2009

Press

- Publication in the national daily press (Les Echos, Le Figaro, Le Monde, L'Equipe)
- Appearing 4 September 2009

About Carrefour in France

Carrefour has over 5,500 stores in France operating in five formats (hypermarket, supermarket, convenience, hard discount and cash&carry). For 50 years, the Carrefour group has been a partner in the day-to-day lives of millions of customers, offering them a wide selection of products and services at the best prices. Carrefour assumes significant economic, social and environmental responsibilities in its operations, and is committed to providing high quality products and ensuring customer satisfaction. Today, Carrefour has nearly 14 million loyalty card holders, making the Carrefour loyalty programme the most popular in France.

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