



Press release

Ecully, 5 March 2008

## **Groupe SEB awarded the "Family Company Grand Prix" from the ASMEP**

Groupe SEB announces that its chairman and Chief Executive Officer, Thierry de La Tour d'Artaise, is today to attend a ceremony at the French Senate (Paris) to receive the "Family Company Grand Prix" from the ASMEP, the Association des Moyennes Entreprises Patrimoniales [Association of Medium-sized Family Companies], chaired by Yvon Gattaz.

The ASMEP, in partnership with Lombard Odier Darier Hentsch, and the French section of the FNB (Family Business Network) has decided to award the Grand Prix 2008, dedicated to sustainable growth, to Groupe SEB, a decision based on five criteria: the capacity to innovate, the capacity to undertake successful internationalisation, excellent quality management, customer and employee loyalty creation and an environmentally friendly approach.

"I'm very honoured to be receiving this prize in the name of Groupe SEB. It is a fabulous reward for all of the Group's employees and for our shareholders. We have always attempted to develop the Group in accordance with a set of demanding values, and I'm convinced that it is mainly thanks to our family-based shareholding that we have been able to establish these values at the very core of our growth," indicated Thierry de La Tour d'Artaise, Chairman and Chief Executive Officer of Groupe SEB.

### ***About the "Family Company Grand Prix"***

Designed and created in 2001 by the ASMEP (Association des Moyennes Entreprises Patrimoniales) in collaboration with Lombard Odier Darier Hentsch and the French section of the FNB (Family Business Network), the aim of the Family Business Grand Prix is to enhance the image, values and importance of French family-based corporations. It is rewarded to family companies which, as part of a coherent and sustainable strategy, manage to differentiate themselves from their competitors by establishing the conditions for sustainable growth. Over the last few years, the Grand Prix has been rewarded to Bonduelle, Groupe Bel, Ligne Roset and Thuasne.

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*The world leader in small domestic equipment, Groupe SEB operates in more than 120 countries with a unique portfolio of top brands marketed through multi-format retailing. Selling some 170 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has 19,500 employees worldwide.*

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