

**CHALHOUB GROUP SIGNS A REGIONAL JOINT VENTURE
WITH CHRISTIAN LOUBOUTIN IN THE MIDDLE EAST**

Dubai, 21 January 2010 – The Chalhoub Group, leading distributor and retailer of luxury brands in the Middle East region, signed an agreement with French luxury footwear company Christian Louboutin.

The new Joint-Venture agreement covers the brand's retail development throughout the Middle East region with the Chalhoub Group and will take effect from early 2010, with the opening of a Louboutin boutique (entirely managed by Farouk Trading and Contracting Company) in Al Khayyat Mall in Jeddah, Saudi Arabia.

"The Middle East region is very strategic for us: an important part of our existing customers are from the region. It took us a long time to find the right partner which shares the same values. We are very glad to partner with the Chalhoub Group in this new adventure, which has such a great retail expertise in the Middle-East. " says Alexis Mourof, General Manager of the Christian Louboutin Group.

"While keeping a close eye on our customers' ever-changing expectations, we are constantly scouting the world for the most coveted international luxury brands. We are delighted to announce our partnership with Christian Louboutin, whose designs represent the irreverence and glamour 'à la Française' while fitting the aspirations of our female customers for high-end signature footwear." says Patrick Chalhoub, co-CEO of the Chalhoub Group.



About Christian Louboutin

Christian Louboutin Company has been created in 1992 in Paris with the opening of his first shop at 19 rue Jean-Jacques Rousseau in Paris. Today, the brand is now sold in 46 countries and has 20 stores worldwide, selling shoes and handbags. The company has subsidiaries in US, Asia, Japan, Europe and now in the Middle-East.

To learn more, please visit <http://www.christianlouboutin.com/>

About the Chalhoub Group

The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, the Chalhoub Group represents some of the finest international brands in the region. Today, with coverage in 14 countries and expansion to neighbouring territories, as well as a portfolio of more than 280 luxury brands and the management of over 350 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group. For more information, please visit <http://www.chalhoub-group.com/>

Press contacts:

Laura Gatsos / Rosemin Manji
RR & Co for Christian Louboutin
Tel: +971 (0) 50 944 7870 / +971 (0)50 478 5133
Email: laura@rrandco.com / rosemin@rrandco.com

Florence Gillet
Chalhoub Group
+971 (0)4-804 5000
florence.gillet@mailmac.net