

The "Business Village de Val d'Europe" selected as the location to establish the operational headquarters for "Groupe Ludendo – La Grande Récré"

Val d'Europe, le 11 janvier 2011 -"Groupe Ludendo - La Grande Récré", market leader in France and Europe for toys and games is to establish its operational headquarters by 2012 in the "Business Village de Val d'Europe". This business park, developed by Euro Disney in partnership with Goodman, is situated just off the A4 motorway, near the RER A-line and leading TGV hub in France.

This large-scale project will be set up over a 2.5-hectare landscaped site that campus, the group's operational headquarters will comprise, in the first phase, of 7,000 m² in office space. Ultimately, this campus will encompass around 20,000 m² with the addition of professional showrooms and the group's European training centre.

These future headquarters will be designed to enhance the environment and quality of life for those who work there.

A long-standing conviction in Val d'Europe

This new office program is the continuity of the long-standing relationship between "Groupe Ludendo – la Grande Récré" and Val d'Europe. In 1999, Ludendo opened a unit in the Val d'Europe Shopping Centre, and moved in 2006 to a new location to create Ludendo Village, a new retail concept specializing in children's merchandise coordinated around "La Grande Récré". This trial store covering 4,000 m² is an ongoing workshop in which new sales concepts are tested for toys, games, gifts, children's room decorations and children's literature.

"Today, we are launching this new project for the "Groupe Ludendo – La Grande Récré" operational headquarters within the business park. We want to create a dynamic and enthusiastic environment for our teams in which we would also install our internal training centre. This ensemble will be subsequently developed to adapt to our future requirements. The measures that we are implementing at the heart of the "Business Village de Val d'Europe", which will become a leading economic zone, will enable us to support Groupe Ludendo's growth" said Jean-Michel Grunberg, President Groupe Ludendo.

"The trust that "Groupe Ludendo – La Grande Récré" continues to place in the "Business Village de Val d'Europe" through this new office installation is indicative of this site's potential for growing corporations concerned in contributing towards improving the work environment for their staff" explained Francis Borezée, Vice President of Real Estate and Tourism development for Euro Disney.

"Groupe Ludendo" collaborated with the firm Jones Lang Lasalle in this property transaction.

The Goodman Group is the agent managing this real estate operation.

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About the Val d'Europe Business Village

Situated at the heart of the new town, the Val d'Europe Business Village has an innovative business property market that is in full development. It boasts an extensive network of infrastructure that enhances its international scope including France's leading TGV hub, two RER stations and three access roads to the A4 motorway. Val d'Europe is the result of a unique partnership in France between Euro Disney and the public authorities. Covering 2,230 hectares, it includes Europe's number one tourist destination – Disneyland® Paris – and a town with all the advantages of a major economic centre: 28,000 residents; 25,000 jobs; numerous shops and facilities; 224,000 sqm of office space and activities already developed or underway, with an additional 136,000 sqm of office space developed by Euro Disney for its own use. With its "town in the country" atmosphere, regulated urban development and innovative spirit, Val d'Europe positions itself today as one of the major economic and urban business clusters in Eastern Ile-de-France.

About Ludendo

A French family-owned group, dedicated to toys and children's products, dating back to 1977 through the creation of the brand "La Récré" that became "La Grande Récré" in 1994, the "Groupe Ludendo" is a major player in the European toy market. With its strong - multi-brand, multi-form, multi-job, multi-country - strategy, "Groupe Ludendo" offers today a comprehensive range of brands and services to its clients. Now present in 5 countries with around 300 stores, the organization plans to increase its number of stores to 600 by 2015. For 2010, "Groupe Ludendo" annual sales forecast is more than 400 million euros for its global operations and the company employs over 2,000 people. Groupe Ludendo operates in metropolitan France and overseas departments, Switzerland, Belgium, Spain and Morocco.

