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Consolidated sales revenue in December 2010

LPP SA Management Board informs that consolidated sales revenue reached in December 2010 by LPP SA Capital Group amounted to approximately PLN 248 million and were higher by 18% than those achieved in December 2009.

The estimated value of gross margin on sales was 57% and was lower than that realized in December last year by about 8 percentage points.

The value of sales revenue in 2010 was about PLN 2,068 million. The revenue was 3% higher than last year.

The value of revenue realized in December 2010 was influenced by a single factor, which was a sale of the entire stock of Esotiq and Henderson brands' goods with a value of PLN 16 million to an external entity that is going to continue the above goods trade in the future. Excluding this transaction, the sale in December 2010 was higher by more than 10% of sales in December 2009, while gross margin on sales was about 61%.

Art. 56 sec. 1 point 1 of the Public Offering Act - confidential information

SIGNATURES:	Dariusz Pachla - Vice President Piotr Dyka - Vice President