



PRESS RELEASE

MARR: acquires Prohoga, a company based in Trentino Alto Adige that operates in the distribution of food products with revenues of about 25 million Euros in 2005.

MARR's plan of growth and stronghold on the national territory continues.

Rimini, 10 February 2006 - MARR, the leading company in Italy in the distribution of food products to the foodservice sector, and part of the Cremonini Group, signed the agreement for the acquisition of the Prohoga (Prodotti per Hotel e Gastronomia S.r.l.) going concern, a company based in Arco (Trento) and operating in the same sector.

With revenues of about 25 million Euros and about 4,000 clients served in 2005, Prohoga S.r.l. can claim a significant and historical presence on the territory.

The company carries out its activities through three distribution centres, one located in Sciaves (Bolzano) and two in Arco (Trento), covering a total area of 6,000 m², and operates through an organisation of about 60 people comprising employees and collaborators, a commercial network with more than 15 agents and a fleet of about 20 vehicles.

The acquisition, that has been approved by the antitrust authority will be effective from 27 February 2006, involves the acquisition of the Prohoga S.r.l. going concern relating to the activities of distribution to the foodservice.

The total value of the transaction is about 4.3 million Euros, that includes about 0.9 million Euros for equipment. The transaction will be paid partly in cash and partly through assumption of debt.

The overall context of the agreement will also involve the realisation of partnership projects with the current corporate shareholders of Prohoga S.r.l., Sait Consorzio delle Cooperative di Consumo Trentine Società Cooperativa a r.l. and I.S. Holding S.p.A., which will collaborate in the commercial development, through agreements for the distribution of local products, that will enable to consolidate the relations with other entities in the area.

The acquisition of Prohoga, the profitability of which should be in line with MARR's within 18 months, will enable MARR to complete the coverage of the Trentino Alto Adige area, which is strategically important due to the high concentration of receptive structures and the large number of tourists present.

The acquisition of the Prohoga going concern is part of the MARR strategic plan for growth through acquisitions, aimed at strengthening its leadership in the reference sector and making its distribution network ever more capillary throughout Italy. This operation follows the acquisition in 2005 of the Sfera going concern, As.Ca. and the acquisition of Sogema, completed in 2004.



The Prohoga going concern will keep its current name and will represent a structure of significant importance in MARR's distribution organisation, given the overall competence of the current managerial and operational structure, which will be maintained in its entirety.

MARR (Cremonini Group), quoted on the STAR sector of the Italian Stock Exchange, is a leading Italian company in the specialised distribution of food products to the non-domestic catering sector and is controlled by Cremonini S.p.A..

With an organisation comprising over 600 sales agents, MARR serves about 30,000 clients (mainly restaurants, hotels, pizza restaurants, holiday villages and canteens), with an offer that includes 10,000 food products, including fish, meat, various food products and fruit and vegetables.

The company operates nationwide through a logistical-distribution network composed of more than 20 distribution centres, 4 cash & carry warehouses and 4 agents with warehouses and more than 500 vehicles.

In 2004 MARR attained consolidated revenues amounting to 794.8 million Euros (675.4* million Euros as at September 30, 2005), a gross consolidated operating margin of 49.8 million Euros (44.3* million Euros as at September 30, 2005), and a consolidated net profit of 19.3 million Euros.

* data IAS/IFRS compliant

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