



**MARR: option for the purchase of the Baldini going concern exercised.**

**Strategy for specialisation in the seafood sector strengthened with approximately 20 million Euros of business in 2008.**

*Rimini, 20 January 2009* – MARR (Milan: MARR.MI), the leading company in Italy in the distribution of food products to foodservice, today signed, through its 100% subsidiary Baldini Adriatica Pesca S.r.l., the definitive contract for the purchase of the going concern of the F.lli Baldini S.r.l. (“Baldini”), a company operating in the commercialisation of seafood products, especially fresh shellfish.

The purchase of the Baldini going concern was made by exercising the purchase option granted free-of-charge and provided by the contract for the lease of the Baldini going concern signed by Baldini Adriatica Pesca S.r.l. in June 2007.

The Baldini operation is part of a product specialisation strategy aimed at strengthening MARR’s competence in supplying and commercialising seafood products, and fresh shellfish in particular.

Fresh shellfish are the most consumed seafood product in non-domestic catering, and the acquisition of specific competences in this type of products therefore provides a significant means of accessing clientele at a commercial level.

The volume of business for Baldini in 2008 was approximately 20 million Euros, an increase compared to approximately 17 million Euros in 2006, prior to the lease of the going concern. During the course of the lease of Baldini activities, the strategic, commercial and economic conditions of the operation were confirmed, and the going concern was therefore purchased.

The value of the operation, including goodwill and equipment, is approximately 3.0 million Euros, of which 2.7 million Euros was paid on stipulation of the purchase contract and the remainder will be paid on the basis of the achievement of business and profitability goals.

The Chief Executive Officer Ugo Ravanelli stated, “the purchase of Baldini is an important step, and confirms the validity of the particular strategy of increase through acquisitions undertaken by the MARR Group. In fact, since 2007, the growth by external lines of the Group has not only involved territorial coverage, but also the acquisition of specialised competences.”

Mr. Ravanelli added, “in this market phase, in which there is a substantial containment in the non-domestic consumption of food products, but in which consumers are focusing more on the convenience of offers, having a wide range of products and specialised competences available is an important competitive advantage for MARR.”

**Press release**



**MARR** (Cremonini Group), listed on the STAR segment of the Italian Stock Exchange, is the 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 more than 650 sales agents, MARR serves over 36,000 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 30 distribution centres, 4 cash & carry, and 4 agents with warehouses and more than 650 vehicles.

In 2007, MARR achieved consolidated revenues amounting to 1,064.7 million euros, a consolidated EBITDA of 69.7 million euros and net Group profit of 29.3 million euros.

For more information about MARR visit the company's web site at [www.marr.it](http://www.marr.it)

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