



MARR: definitive contract signed for the acquisition of the company Emi.gel.

Growth plans confirmed in the segment of distribution to bars.

Rimini, 21 July 2008 – MARR (Milan: MARR.MI), the leading company in Italy in the distribution of food products to the foodservice, today signed the definitive contract for the acquisition of the entire share capital of Emi.gel S.r.l., a company with headquarters in Bentivoglio (Bologna), operating in the distribution of food products to bars and fast food outlets.

The operation, which has been approved by the Antitrust Authority, is worth 2 million Euros, in addition to a Net Equity of approximately 2.3 million Euros.

The payment involves a fixed quota, paid partly on closing and partly after one year, and a variable quota to be paid once operations are stabilised.

With returns of approximately 11 million Euros in 2007, Emi.gel serves approximately 3,000 clients in the Bologna and Ferrara areas from its distribution centre in Bentivoglio.

Following the acquisition of New Catering S.r.l. (January 2007), the MARR Group has, thanks to the Emi.gel operation, created a significant enterprise in the segment of distribution to bars, with an annual business volume of over 20 million Euros and 3 distribution centres (Bologna, Forlì and Rimini), capable of serving over 5,000 clients over an area stretching from Pesaro to Bologna, including the entire Emilia-Romagna Riviera.

The emerging trends in extra-domestic catering include the breaking down of meals and quick consumption, which both favour the expansion of catering in bars.

In this context, MARR has confirmed its growth strategies in the segment of distribution to bars, through a specific acquisition plan aimed at companies which are close to each other but do not overlap in terms clients and territory.

Over the next few years, MARR is expected to consolidate the extremely fragmented market of the distribution to bars, repeating what it is already achieving, with extremely positive results, in the segment of distribution to traditional catering outlets.

In addition to expansion by acquisitions, MARR foresees that it will be possible in the bar segment to implement significant synergies, especially at a product level, thanks to MARR's capacity to access a portfolio of over 10,000 products and 2,100 suppliers.

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

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