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PRESS RELEASE

Ahlers and Hatico establish joint venture

Herford, March 24, 2010. Ahlers AG, Herford, and Hatico Mode GmbH, Tirschenreuth, will establish a joint venture under the name of Jupiter Shirt GmbH, which will start operations on October 1, 2010. Hatico Mode GmbH will hold 51 percent of the new joint venture, with Ahlers holding 49 percent.

The joint venture will be managed by Hubert Andritzky (52), Managing Partner of Hatico Mode GmbH. "For shirts specialist Hatico, which comprises the Hatico and Pure brands, the Jupiter business is interesting as it ideally complements our product range, will give us access to international markets and increase our procurement volume," said Hubert Andritzky.

Jupiter Sportswear will continue to be managed by Manfred Kamps (46) and rests with Ahlers AG.

The spring/summer 2011 collection will be the first collection to be developed by Jupiter Shirt GmbH.

The spin-off of the shirts business should have hardly any impact on the projections for the current fiscal year, as the business will remain almost unchanged in the reporting period.