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PRESS RELEASE

Significant improvement in earnings in H1 2009/10

Ahlers AG, Herford. In the first six months of the fiscal year 2009/10, the Ahlers Group generated an operating result of EUR 4.5 million, which represents a significant increase on the previous year's EUR 0.8 million. Growing by 2.9 percent and accounting for 51.5 percent (previous year: EUR 48.4 percent), the premium segment remains successful.

Listed menswear manufacturer Ahlers generated an operating result of EUR 4.5 million in the first six months of fiscal 2009/10 (previous year: EUR 0.8 million). The increase in earnings is attributable to the consistent optimisation of the production facilities and to reduced costs resulting from the comprehensive cost-saving programme of the past years. Earnings after tax amounted to EUR 2.4 million (previous year: EUR 0.2 million).

Sales in the premium segment increased by 2.9 percent in a difficult environment, while the Jeans & Workwear segment grew by 4 percent in the second quarter of 2009/10. The Ahlers Group's consolidated sales declined by 3.4 percent to EUR 118.8 million for cyclical reasons.

The company's sound financial basis was strengthened even further. Due to an increase in equity capital and lower inventories and receivables, the equity ratio climbed to 61.3 percent (previous year: 55.4 percent).

The Management Board projects stable to moderately rising sales for the second half of 2009/10, based on growing sales in the premium segment, which comprises the Pierre Cardin, Baldessarini and Otto Kern brands. On this basis, the company plans to boost its earnings in the next six months, so that the profit generated in the first half of the year will be increased further. A clearly increased profit should allow for a higher dividend payout as well.

"Thanks to our cost saving and optimisation programmes, we have emerged stronger from the economic crisis," Dr. Stella A. Ahlers, CEO of Ahlers AG, commented on the half-year figures. "Building on this solid basis, we will continue to expand our product range and our retail presence, also with our own stores."