

Ad-hoc-Announcement pursuant to § 15 WpHG

Ahlers AG, Herford

ISIN DE0005009708 und ISIN DE0005009732

Ahlers AG signs Sale and Purchase Agreement regarding the sale of eterna Mode AG

On 31 May 2006 the management board of Ahlers AG has signed a sale and purchase agreement regarding the sale of all shares in eterna Mode AG, Passau, to the investors of the Alpha Group. Based on a debt-free enterprise value the purchase price amounts to EUR 120 Million.

The completion of the transaction is subject to the usual conditions, in particular subject to clearance by the competent cartel authorities.

The objective of the sale of eterna Mode AG is to strengthen the brand presence of Ahlers AG in a sustainable manner and thus create the preconditions for further improvements of its brand portfolio. At the same time Ahlers AG will be enabled to make use of opportunities for the acquisition of new international brands in the men's wear sector.

Further information on the sale of eterna Mode AG can be gathered from a press release issued by Ahlers AG today under www.ahlers-ag.com.

Herford, this 31 May 2006

The Management Board

Ahlers AG
Elverdisser Str. 313
32052 Herford