

Ad-hoc-Announcement pursuant to Section 15 German Securities Trade Act (*WpHG*)

Ahlers AG, Herford

ISIN DE0005009708 and ISIN DE0005009732

**Ahlers AG signs agreement regarding the purchase of the Baldessarini business**

On 24 August 2006 the management board of Ahlers AG and Mr. Werner Baldessarini have signed an agreement on the purchase of all shares of Baldessarini GmbH & Co. KG and its general partner GmbH as well as all rights in the brand „Baldessarini“ except for the rights of use of the perfume business. The total purchase price which partly depends on the future turnover will amount to approx. EUR 6 – 9 million.

The completion of the transaction is subject to the usual conditions.

The objective of the purchase is to complement the brand portfolio of Ahlers AG with the leading premium brand of the top luxury level for the men's fashion.

Further information on the purchase of the Baldessarini business can be gathered from a press release issued by Ahlers AG today under [www.ahlers-ag.com](http://www.ahlers-ag.com).

Herford, this 24 August 2006

The Management Board

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Listed: Official Trade (*Amtlicher Handel*) in Frankfurt (Prime Standard), Düsseldorf;  
Open Trade (*Freiverkehr*) in Berlin-Bremen, Munich and Stuttgart