

PRESS RELEASE

Til Schweiger to become the face of Charles Vögele

Pfäffikon SZ, 6 December 2010 – The Charles Vögele Group, one of the leading vertical fashion companies in Europe, has enlisted the internationally renowned actor Til Schweiger as the advertising figurehead for Charles Vögele. From Spring 2011 he will be the male face of the Group-wide image campaign.

His involvement will include designing his own menswear collection under the "Biaggini Violet" brand. This will be launched in Autumn 2011. His exclusive collection will be introduced at the opening night of the Charles Vögele Fashion Days 2011. The collection will express Til Schweiger's style and present an authentic, masculine mix of city and casual.

According to André Maeder, CEO of the Charles Vögele Group, "Following the enlistment of Penélope and Mónica Cruz, Charles Vögele is now delighted to have joined forces with Til Schweiger. He is a personality who fully embraces life, despite his great fame. For me, Til Schweiger embodies a combination of masculinity, sexiness and experience. He is the perfect match for our brand."

The Charles Vögele Group is one of Europe's leading vertical fashion companies. It offers on-trend and reasonably priced fashion with a feel-good factor for people who fully embrace life. Attractive merchandise displays combine with sympathetic, expert advice to create a relaxed and enjoyable, shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009 with around 7,800 employees the group generated a gross turnover of over 1.5 billion Swiss francs. Charles Vögele Holding AG shares are listed on the SIX Swiss Exchange (Securities No. 693 777).

Press photos are available at www.charles-voegele.com/en/media/press-releases/

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