

## MEDIA RELEASE

### Charles Vögele Group: Exclusive VIP PRE-PREMIERES of "SEX AND THE CITY 2"

Pfaffikon/SZ, 19 April 2010 – Charles Vögele Group, one of Europe's leading vertical fashion companies, is giving away more than 2,300 tickets all over Switzerland for exclusive pre-premieres of the long-awaited sequel "SEX AND THE CITY 2".

Four Charles Vögele VIP PRE-PREMIERES are being held simultaneously in Zurich, St. Gallen, Basel and Berne on 26 May. Winners of the prize-draw will be able to see the film one day before the official world premiere and find out before anyone else what fashions, romances and gossip are preoccupying Carrie (Sarah Jessica Parker), Samantha (Kim Cattrall), Charlotte (Kristin Davis) and Miranda (Cynthia Nixon) in the new film. The movie will be shown in Lugano (in cooperation with Warner Bros. Pictures) on 27 May, and then in Geneva on 1 June.

555 x 4 Tickets for the Charles Vögele VIP PRE-PREMIERE of "SEX AND THE CITY 2" are being given away in German and French-speaking Switzerland, and 55 x 2 tickets in the Italian-speaking part of the country. Entry forms for the competition can be found in all Charles Vögele stores. Alternatively, participants can go to [www.charles-voegele.ch](http://www.charles-voegele.ch), print out an entry form and hand it in at a store any time up to 14 May.

Charles Vögele Group is one of Europe's leading vertical fashion companies. It offers the latest fashions at great prices to people in the prime of their lives who want to feel good. With attractively presented goods, combined with friendly, knowledgeable advice, it creates a relaxed and enjoyable shopping experience. Charles Vögele has sales outlets in nine countries: Switzerland, Germany, Austria, Slovenia, the Netherlands, Belgium, Hungary, the Czech Republic and Poland. In 2009, the Group generated gross sales of CHF 1.5 billion with approximately 7,800 employees. Charles Vögele Holding AG's shares are quoted on the SIX Swiss Exchange (securities number: 693 777).

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