

MEDIA RELEASE

Charles Vögele Group: Rudolf Peter Scheben becomes new Vice President Group Marketing

Pfäffikon SZ, 24 March 2010 – Rudolf Peter Scheben (42) will become the new Vice President Group Marketing on 1 July 2010. He will report directly to André Maeder, CEO of Charles Vögele Group.

Mr. Scheben comes to Charles Vögele from Takko Fashion, which he joined in 2004 and where he was Head of Marketing from 2007. He was also the company's press spokesman and was responsible for its visual merchandising. His previous jobs included Head of Marketing for fashion retailer Bonita. After studying economics at Ruhr-Universität Bochum, he worked as a strategic marketing consultant. Rudolf Peter Scheben is married and has two children.

André Maeder, CEO of Charles Vögele Group, welcomed the appointment: "We are pleased to have recruited an internationally experienced marketing specialist of Rudolf Peter Scheben's calibre. He will press ahead with the repositioning of our umbrella brand and sharpen the profile of all our brands."

The new appointment completes André Maeder's management team for the marketing and communications area. As already announced, Michael Fenzl will be in charge of Visual Marketing from 1 April 2010. Daniel Bärlocher continues to head up Group Communications.

Charles Vögele Group is one of Europe's leading vertical fashion retailers. 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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