



## Media Release

Basel, 19 April, 2010

Dufry AG (“DAG”), a company incorporated in Basel, Switzerland, with shares listed on the SIX – Swiss Stock Exchange (“SIX”), parent company of Dufry Holdings & Investments AG, the legal successor of Dufry South America Ltd. (“DSA”), a company formerly incorporated in Hamilton, Bermuda, with shares formerly listed on the Luxembourg Stock Exchange and with Brazilian Depositary Receipts (“BDRs”) listed on BM&FBOVESPA S.A. - Brazilian Securities, Commodities and Futures Exchange (“BM&FBOVESPA”), hereby informs the market, in addition to the information disclosed on the Notices of Material Fact dated March 19 and 22, 2010, that:

1. On April 15, 2010, DAG has obtained its BDR program registration with the Brazilian Securities and Exchange Commission (CVM).
2. The last trading day of DSA BDRs shall be on April 19, 2010. As of April 20, 2010, inclusive, DAG’s BDRs shall start to be traded in the BM&FBOVESPA, under the ticker “DAGB11”.
3. The exchange of DSA BDRs for DAG BDRs, approved at the Shareholders Meeting of DSA held on March 19, 2010, shall be of 1.00 BDR of DAG for each 4.10 BDRs of DSA.
4. For settlement purposes with the BM&FBOVESPA, DAG BDRs will be credited to its holders on April 26, 2010, without prejudice of the first trading day of DAG BDRs taking place on April 20, 2010.
5. The sum of DAG’s BDRs fractions shall be sold on BM&FBOVESPA through an auction and its product shall be distributed to the holders of such fractions. The sale of the fractions is expected to occur on or about April 29, 2010. DAG shall announce the result of the sale to its shareholders and investors by means of a Media Release.

Basel, April 19, 2010.

For further information, please contact:

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#### Dufry Group – A leading global travel retailer

Dufry AG (SIX: DUFN) is a leading global travel retailer operating more than 1,100 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas.

Dufry employs around 11,000 people. The company, headquartered in Basel, Switzerland, operates in 40 countries in Europe, North America & the Caribbean, South America, Asia and Africa.



#### Social Responsibility

Dufry cares for children and supports the SOS Social Center in Igarassu, Brazil. SOS Children's villages is an independent, non-political and non-demonstrational organisation established for orphaned and destitute children all over the world.

#### US Disclaimer

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