



Media Release

Basel, 29 April, 2010

Dufry AG (“DAG”), a company incorporated in Basel, Switzerland, with shares listed on the SIX Swiss Exchange (“SIX”) and Brazilian Depositary Receipts (“BDR”) listed on the São Paulo Stock Exchange (“BM&FBOVESPA”), informs the market, in addition to the information disclosed on the Press Release dated April 19, 2010, that the fractions of BDRs arising from the merger between DAG and Dufry South America Ltd. were sold in an auction carried out through the BM&FBOVESPA on April 29, 2010. The results of the auction are shown below:

Ticker	Type	Quantity of BDRs Offered	Quantity of BDRs Sold	Net Amount per BDR (R\$)
DAGB11	BDR	391	391	143.4181

The amount resulting from the sale of the BDRs in the auction shall be made available as of May 07, 2010, in the name of their respective BDR holders with title to the BDR fractions, in the following manner:

- (1) The BDR holders that have already notified a bank account for crediting dividends shall be automatically credited in the same account with the corresponding value arising from the sale of the fractions.
- (2) For the BDR holders that have not notified a bank account or with registration details that require updating, the corresponding value shall be held at their disposal at Itaú Corretora de Valores S.A. as from the same date, through the presentation of documentation confirming ownership and identification.
- (3) Those BDR holders who have BDRs held in deposit with BM&FBOVESPA shall receive the funds resulting from the sale of the fractions through their custodian agents (*custodiantes*).
- (4) The proceeds of the auction shall be allocated to DSA BDR holders in proportion to their DSA BDRs held on April 19, 2010.

Basel, April 29, 2010.

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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.

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