



Paris, July 5, 2006

Press Release

LeGuide.com S.A., owner of Shopwhale.co.uk, has successfully entered the Alternext market of Euronext Paris

LeGuide.com S.A., best known in the UK for its site Shopwhale.co.uk, is pleased to announce its successful flotation on the Alternext market of Euronext Paris. Institutional investors and individuals in France requested more stocks than were available, resulting in an overabundance of applications for shares during the initial flotation. 715 598 LeGuide.com S.A. stocks representing 26% of company capital were made available for exchange on the French stock market on June 5, 2006.

LeGuide.com S.A. is the leading independent publisher of online shopping and price comparison engines and shopping guides in France. Bolstered by success in France, the company began offering services elsewhere in Europe in 2004. Now present on 10 key European markets, company sites in 5 languages list a total of over 20 000 European online shops and more than 50 million products. With original information and an exhaustive selection of items, LeGuide.com S.A. sites enable shoppers to make informed, secure purchases. Stock market flotation will allow the company to invest in further development, in particular in Europe.

With 2.9 million unique visitors per month,* LeGuide.com S.A. enjoys the 2nd largest audience for shopping guides in France. In the future, the company will reinforce its position on existing markets while expanding to offer sites in other key countries.

LeGuide.com S.A. aims to offer online shoppers and shops the most comprehensive shopping guide services possible. The innovative company business model allows any online shop fulfilling editorial requirements to be listed for free for an unlimited time period. Shopping is made easy by the fact that the LeGuide.com S.A. user-friendly sites list a great number of products and guide consumers skilfully through online shopping.

About LeGuide.com S.A.

Created in 1998, LeGuide.com aims to help consumers make online purchases. The leading independent publisher of online shopping and price comparison engines and shopping guides in France, LeGuide.com S.A. is neither an online shop nor a communications group; the company itself sells no products and is entirely devoted to providing a meeting place for consumers and online shops.

In May, 2006, The LeGuide.com S.A. European sites counted 20.2 million page views and 3.8 million unique visitors.

LeGuide.com S.A. in the UK : www.shopwhale.com and www.antag.co.uk.

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