



Adler Modemärkte AG: announcement pursuant to section 4 article 2 regulation (EC) no. 2273/2003

Haibach, 14 August 2012 – The Management Board of Adler Modemärkte AG resolved on August 14, 2012, following the consent of the Supervisory Board to once again partly exercise the authorisation granted by the Company's extraordinary General Meeting on 30 May 2011 to acquire further treasury shares by acquiring up to 823,839 shares of the Company (approx 4.5% of the current share capital) until 31 December 2012 over the stock exchange. The consideration to be paid per share (excluding ancillary acquisition costs) must not exceed € 10.00 and will not be permitted to be more than 10% above or below the price determined for a share of the Company on the relevant stock exchange trading day in the opening auction of the Xetra trading system.

The shares repurchased may be used for any purpose approved by the resolution of the Company's extraordinary General Meeting on 30 May 2011, in particular the shares may be offered and transferred to third parties in connection with company mergers or the acquisition of companies or equity investments in companies, the shares may be offered for purchase and transferred to members of the Management Board or employees of the Company or its Group companies, the shares may be offered for purchase and transferred to third parties who, as strategic partners of the Company or its Group companies, play a significant role in assisting the Company to achieve its corporate goals, or the shares may be used to satisfy the obligations of the Company arising out of convertible bonds issued or guaranteed by it.

The share repurchase shall be performed by a financial institution in compliance with the safe harbour regulations for share repurchases as set out in the Ordinance (EU) No. 2273/2003 of the European Commission. The financial institution mandated to perform the share repurchase will be entitled to decide on the timing of the acquisition of the shares independently from, and unaffected by, the Company.

In accordance to the regulation (EC) no. 2273/2003 of the Commission, not more than 25% of the average daily traded share volume at the stock exchange, where the transaction takes place, will be purchased. The calculation of the average daily traded share volume bases on the average daily volume traded in the 20 trading days preceding the date of the purchase.

The share repurchase is expected to commence on 14 August 2012 and will be terminated on 31 December 2012 at the latest. The Management Board of Adler Modemärkte AG reserves the right to terminate the share repurchase at any time.

Further details regarding the share buy back as well as information on the current status of the purchased shares will be published online on <http://www.adlermode-unternehmen.com/en/investor-relations/the-adler-share/share-buyback-program/> and are offered free of charge at in the headquarter Industriestraße Ost 1-7, D-63808 Haibach. Particularly the effected transactions will be published pursuant to section 4 article 2 regulation (EC) no. 2273/2003.

Haibach, August 14, 2012

Adler Modemärkte AG
The Board of Management

Contact Adler Modemärkte AG:

Adler Modemärkte AG
Investor Relations
Tel.: +49 6021 633 1828
Fax: +49 6021 633 1417
Email: investorrelations@adler.de