



BOOKINGS UP 24.5% AT THE END OF AUGUST ACQUISITION OF BLEU BLANC

Bookings at the end of August

HOMAIR Vacances keeps recording a satisfactory level of bookings for the 2008 season. These are in line with the target level announced on January 28th, 2008 at the year-end results presentation (“HOMAIR Vacances aims at an above 20% sales growth”).

By the end of August 2008, the number of bookings is up 24.5% vs. the same cumulative 11-months period in 2006-2007.

Acquisition of BLEU BLANC

HOMAIR Vacances has signed a contract agreement to acquire BLEU BLANC, ranked #6 TO for the mobile-home holiday sector in France. This acquisition enables HOMAIR Vacances to build a presence into new campsites, as well as to strengthen its position within campsites where both groups were previously active.

This transaction will be implemented for the 2009 season and illustrates both the ongoing sector consolidation and the role HOMAIR Vacances intends to play in this process.

Next press release:

Net sales for fiscal year 2007-2008
November 19th, 2008 (after market closes)

Corporate website: www.homair-finance.com

E-commerce website: www.homair.com

Homair Vacances: a leading specialist in mobile-home holidays

The Group is the French leader of the mobile home holiday market in which it operates exclusively. For the 2007-2008 season the Group offers holidays in c.5 000 mobile-homes spread across 103 selected or company-operated campsites. In 2006-2007, the Group reported revenue of €25.9 million, achieving a 24% growth over the past year.

A total of over 90% of these stays are sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for c.60% of direct bookings in 2006-2007, compared to around 34% in 2003-2004.

The Company has leveraged its French customer base to expand its holiday parks offer in major Southern European countries (Spain, Italy, Portugal and Croatia), where it generated c.20% of its revenue in 2006-2007. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Denmark Italy and Spain.

CONTACTS



Marc Lafourcade - General Manager
Philippe de Trémiolles - CFO
info@homair-finance.com
T : +33 (0) 4 42 59 14 32
F : +33 (0) 4 42 95 03 63



Corinne Haury
Analysts/Investors relations
chaury@actus.fr
T : +33 (0) 1 53 67 07 65
F: +33 (0)1 53 67 36 31

Coralie Vogt
Press relations
cvogt@actus.fr
T : +33 (0)1 53 67 35 79
F:+33 (0) 1 53 67 36 37