

Ronald van der Mark awarded best CFO of The Netherlands

Amsterdam, 14 June 2007. Ronald van der Mark, CFO of Maxeda, has today been awarded 'CFO of the Year' at the 'Annual Financial Management Congress'. Van der Mark was praised by the jury for his ability to "create value for Maxeda due to his clear focus and drive in bringing about a large number of important projects and optimize processes."

The CFO Day is the most important event for the financial top in The Netherlands with the announcement of the 'CFO of the Year' as its highlight. Van der Mark won in the category 'CFO of non listed companies' and defeated other nominees such as Pieter Verboom (Schiphol airport); Jaap van Everdingen (KPMG); Johan van Manen (engineers company DHV); Cees den Ouden (oil company Argos) and Brain Mackie (liquor importer Maxxium).

The jury was under supervision of Willem Vermeend (former State Secretary of Finance and Minister of Social Affairs); Jan Hommen (former CFO of Royal Philips Electronics N.V.); Tom de Swaan (former CFO of ABN Amro Bank N.V.) and Eric van de Merwe (consultant and former CFO of Fortis Bank Group). Van der Mark received his award from former Minister of Finance Gerrit Zalm.

Tony DeNunzio, Executive Chairman of Maxeda: "We are proud that Ronald has received recognition of other colleague CFO's for his important contribution to our current success as a retail group."

Ronald van der Mark, CFO of Maxeda, was pleasantly surprised: "I'm very honored to have received this award. For me it is a recognition for the good results we have achieved as a retail group, since our delisting. With the support of our private equity investors we are able to fully focus on creating value for all of Maxeda's formats."

End of Press release

For more information, please contact:

Maxeda
Corporate Communications
Arnold Drijver
Phone: + 31 (0)20-5490433