

## Orior Group PRESS RELEASE

### Rapelli acquires a traditional company in Ticino

Zurich, 7 January 2011

**Rapelli SA, a subsidiary of leading Swiss food group ORIOR AG, which focuses on refined meats and fresh convenience foods, has acquired Keller SA, a producer of Ticino specialities based in Maroggia, with retrospective effect from 1 January 2011. Keller SA, a small traditional family company, makes products under its own "Val Mara" brand, particularly Ticino salami and salametti. Rapelli plans to expand Keller SA's distribution through specialist retailers in the rest of Switzerland and strengthen the position of the "Val Mara" premium brand throughout the country.**

Keller SA is currently run by the third generation of the same family. With no succession possible within the family, the founder's descendants have decided to secure the future of the company and its eight employees by selling. Thanks to its high quality charcuterie specialities, the company is well established among retailers in the Ticino, and its "Val Mara" branded products enjoy an excellent reputation among consumers. For Orior's Refinement Division, the acquisition represents a valuable addition with considerable growth potential that will help Rapelli expand its market position in the premium segment.

The parties have agreed not to disclose the purchase price.

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#### About ORIOR

Food group ORIOR has been listed on the SIX Swiss Exchange since 22 April 2010 (ticker: ORON). It achieved sales of CHF 246.7 million in the first half of 2010. ORIOR specializes in refined meats and in making and distributing fresh convenience foods, including vegetarian delicatessen products. With its innovative products and its brands Rapelli, Ticinella, Spiess, Le Patron, Pastinella and Natur Gourmet, it occupies significant positions in several fast-growing niches in the Swiss retail and food service markets, as well as in selected sales channels in neighbouring countries. [www.orior.ch](http://www.orior.ch).