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Media release

ORIOR debuts on the SIX Swiss Exchange today

Placement price of CHF 48.00 per share

Zurich, April 22, 2010 – **The offering price per registered share of Swiss food group ORIOR AG, a leading producer of fresh convenience foods and refined meats, was set at the upper half of the price range at CHF 48.00. The shares were traded for the first time today on the SIX Swiss Exchange.**

ORIOR announced details of its IPO on April 12, 2010. The definitive initial offer was for 3'425'000 ORIOR registered shares. Of these, 1,675,000 were newly issued as part of a capital increase, and 1'750'000 came from the holdings of previous majority shareholder Capvis. In addition, Capvis gave the bank syndicate an over-allotment option of up to 513'750 additional registered shares. This over-allotment option can be exercised up to May 22, 2010. ORIOR's share capital today consists of a total of 5,925,000 registered shares with a nominal value of CHF 4.

The total volume of the transaction is CHF 164.4 million, or CHF 189.1 million if the over-allotment option is exercised in full. The free float comes to about 58 %, or about 66 % if the over-allotment option is fully exercised. Based on the issue price, ORIOR's market capitalization is approximately CHF 284 million.

Rolf Sutter, CEO of ORIOR, commented: "We are pleased to see such high demand for our shares. It confirms that investors have confidence in our company and its prospects for the future."

ORIOR's shares are quoted on the Main Standard of the SIX Swiss Exchange from today. The ticker symbol is ORON. Payment and delivery of the shares is planned for April 27, 2010.

Credit Suisse AG is carrying out the IPO as global coordinator and bookrunner. Bank Vontobel AG and Zürcher Kantonalbank are acting as co-lead managers.

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Stock market information

Stock market	SIX Swiss Exchange, Main Standard
Ticker symbol	ORON
ISIN	CH 011 167736 2
Security number	11 167 736
Common code	049922701

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About ORIOR

ORIOR, a Swiss food group with a long tradition, achieved sales of CHF 501 million in 2009 with around 1,300 employees. ORIOR specializes in refined meats and in making and distributing fresh convenience foods, including vegetarian delicatessen products. With brands and companies including Rapelli, Ticinella, Spiess, Le Patron, Pastinella, Fredag 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.

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