



PRESS RELEASE

Parceline changes its name to DPD as part of business growth plan

Birmingham, 11 February 2008 - Parceline is changing its name to DPD, the name of GeoPost's international express network which connects 500 depots across 38 countries. This means the UK company can now offer all its domestic and international services under one brand. It also means that the UK is more easily recognised as part of an international network..

DPD, which stands for Dynamic Parcel Distribution, is one of the most established express delivery brands in Europe, delivering more than 2 million parcels daily.

This rebranding is an investment by GeoPost, which is a wholly owned subsidiary of La Poste Group, in a number of its businesses across Europe. The new DPD uniforms and liveried vehicles will be seen immediately in the UK.

An equally significant move forward for the UK business is the major investment in the completion of a new super-hub in the midlands at a cost of £56 million. This is the most technologically-advanced and accurate sorting hub in the UK. It is strategically located between junctions 1 and 2 on the M5 motorway, in Oldbury, West Midlands. This purpose-designed multi-sortation hub is engineered for optimum handling and uses the latest tilt tray technology supported by sophisticated MIS systems.

Located just one mile away from the company's existing 23-acre site, the new 27-acre site also includes a sophisticated 24/7/365 vehicle maintenance unit for the largest fleet of double-decker trailers in the industry, along with executive offices and staff facilities. The existing Smethwick-based site will now be used to support the expansion of its sister company Interlink Express – the premium carrier for small businesses.

“Our change in name is another exciting step forward in our corporate history, and one which will benefit our customers and our people” says Chief Executive Kay Phillips. “We will now be more easily recognised as an international operator. The new DPD will retain all its values and will, keep the tagline ‘technology delivering’, which demonstrates our continued investment in technology.



We will retain the strengths that differentiate us in the UK market – being dynamic, flexible, innovative and reliable, and the same people will continue to provide the same services to the same exceptional standard. So it is 'business as usual' for our existing customers with the simplicity of dealing with one brand for UK and international.

"The investment by GeoPost in this new superhub gives us an excellent foundation to grow our businesses further. With these two exciting investments in our company we are well placed to continue serving our customers and responding to their needs."

ENDS

Background information:

DPD

In excess of 2 million parcels are transported daily across a seamless DPD international network, which offers a wide product portfolio.

DPD has 500 depots in 38 countries, more than 22,000 employees and 15,000 vehicles to serve 200,000 customers. The French GeoPost Group, which is a wholly owned subsidiary of La Poste Group, holds the majority of shares in DPD.

DPD in the UK

The company has 42 depots nationwide and deals predominantly with business-to-business customers who benefit from its investment in technology, and is a leading provider to the telecommunications, entertainment and retail sectors.

With an enviable reputation as a secure parcel carrier, it has associate membership of TAPA (Transported Asset Protection Association, which promotes best practice security standards).

GeoPost

GeoPost, a parcel specialist and a major player on the express market, groups together the Express subsidiaries of the La Poste Group. Active in all Europe, it caters for more than 230 countries on behalf of over 300,000 clients throughout the world. Today, the GeoPost group boasts 1st rank positioning in France and 3rd rank in Europe with an annual turnover around 3 billion Euros in 2006.