

**2010/2011 financial year
Annual sales figures: €50.66 million -29% annual growth**

Significant points for the year:

- ➔ Strong Home Décor activity
- ➔ Printing activity resisting
- ➔ Upturn in Hardware activity for Q4 as anticipated

Annual Consolidated Sales Figures

In €M (audit in progress)	April 1, 2010 – March 31, 2011				Q4: Jan 1, 2011 – March 31, 2011			
	2010/2011	2009/2010	Var. €M	Var. %	3 Months	3 Months	Var.€M	var. %
Printing activity	26.93	22.16	4.78	21.6%	6.08	5.99	0.10	1.6%
Hardware activity	23.73	17.07	6.66	39.0%	7.03	4.93	2.11	42.8%
Total 12 months	50.66	39.23	11.44	29.2%	13.12	10.91	2.20	20.2%
Total (constant currencies)	49.13	39.23	9.90	25.2%	12.95	10.91	2.04	18.7%

Q4 sales are up by 20.2% compared to N-1, in part due to improved hardware sales at +42.8%.

2S figures reflect an organic growth of 26% compared to 2S for the previous year. 2S is up 11% compared to 1S for the same period (+€2.73 million) with 85% from Hardware results. Second semester results are in line with positive 1S trends and confirm improved overall performance.

For the 12-month period, **Printing**, excluding Home Décor, at €19.1 million, is **up by 5.8%** thanks to the French subsidiary while foreign subsidiary activity is slightly down.

Home Décor sales at €12.2 million represent an upward trend compared to N-2 (+27%). N-1 inventory reduction plans do not allow for any pertinent comparison. Downward pressure on prices has been observed. This should be countered by increased volumes.

Overall **Hardware** activity (excluding Home Décor) at €19.3 million is up by **34%** thanks to Q4 sales of €6 million and encouraging results for scrolling products. However group activity has not returned to pre-crisis levels and current geopolitical unrest in the Middle East could delay the positive results recorded in this region.

Outlook

On March 31, 2011, order backlog, essentially made of "hardware" is positive, boosted by increasing numbers of orders for scrolling and LED solution products. The Group's diversified product lines and technological expertise are major assets in a lasting economic upturn.

Next press release: 2010/2011 annual figures, June 22, 2011, after closure –SFAF meeting at 11.30 AM, June 23, 2011.

PRISMAFLEX INTERNATIONAL
Outdoor Advertising solutions manufacturer and large format digital printing
ISIN: FR0004044600-PRS - Reuters: PRS.PA - Bloomberg: PRS FP
Eurolist by Euronext Paris – Compartment C
www.prismaflex.com

Contacts:

Emmanuel Guzman/ CFO - Phone: +33 (0)4 74 70 68 00 – finance@prismaflex.com
 Amalia Naveira – Analysts / Investors contact - Phone: +33 (0)4 72 18 04 92 – anaveira@actus.fr
 Marie-Claude Triquet – Press contact – Phone: +33 (0)4 72 18 04 93 - mcetriquet@actus.fr