



Announcement

10th September 2010 – AAA Auto Group N.V. herein announces that David Keller, the Company's Group Sales Director, will leave the Company as at 30th September 2010. Karolina Topolova, the Chief Operations Officer, will assume his area of responsibility for the time being. This personnel change in the Company's management will have no material impact on the Company's strategy or its financial results.

For more information please contact the Company's Investor Relations department.

Contact:

Dana Pavlousková
Group PR & IR Manager
AAA AUTO
Tel.: +420 283 068 229
GSM: +420 602 666 622
E-mail: dana.pavlouskova@aaaauto.cz
www.aaaauto.nl

Pavel Tuček
Analyst & IR Administration Coordinator
AAA Auto Group N.V.
Tel.: +420 283 068 583
GSM: +420 734 395 245
E-mail: pavel.tucek@aaaauto.cz