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L'OCCITANE INTERNATIONAL S.A.

Société Anonyme

1, rue du Fort Rheinsheim L-2419 Luxembourg

R.C.S. Luxembourg: B80359

(Incorporated under the laws of Luxembourg with limited liability)
(Stock Code: 973)

ANNOUNCEMENT

ELECTION OF MEANS AND LANGUAGE OF RECEIPT OF CORPORATE COMMUNICATION

The Company is making arrangements to ascertain the preferences of its shareholders with respect to the choice of means of receipt and language of its Corporate Communication in accordance with Rules 2.07A and 2.07B of the Listing Rules.

INTRODUCTION

In order to save costs and protect the environment, L'OCCITANE INTERNATIONAL S.A. (the “Company”) is making the arrangements described below, in compliance with Rules 2.07A and 2.07B of the Listing Rules, to ascertain its shareholders’ preferences as to the choice of means of receipt (in printed form or by electronic means) and language (in English only, in Chinese only or in both English and Chinese) of the Company’s future Corporate Communication.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter on 3 June 2010 (the “First Letter”) together with a reply form (the “Reply Form”), prepared in English and Chinese, with a mailing label to its Shareholders to enable them to elect to receive the Company’s future Corporate Communication: (i) through the Company’s website: www.loccitane.com (“Website Alternative”); or (ii) in printed form in English only; or (iii) in printed form in Chinese only; or (iv) in printed form in both English and Chinese.

The First Letter explains that if no reply is received from a Shareholder by 30 June 2010, such Shareholder will be deemed to have agreed to read the Corporate Communication published on the Company’s website in place of receiving printed copies, and a notification of the publication of future Corporate Communication on the Company’s website will be sent to him/her/it.

Shareholders are entitled at any time to change their choice of means of receipt and language of the Corporate Communication by giving reasonable notice in writing (Address: 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong) or by email (Email address:

loccitane@computershare.com.hk) to the Company's Share Registrar.

2. For those Shareholders who choose to receive the Corporate Communication in printed form, the Company will send the selected language version of the Corporate Communication to them unless and until they notify the Company's Share Registrar in writing that they wish to receive the Corporate Communication in the other (or both) language(s), or by electronic means through the Company's website.
3. When each printed Corporate Communication is sent out in accordance with the arrangements described in paragraphs 2 above, a letter (the "Second Letter") and a change request form (the "Change Request Form"), prepared in English and Chinese, will also be sent out specifying that the Corporate Communication prepared in the other language will be available upon request, and that shareholders may change their choice of means of receipt and language of the Corporate Communication by completing the Change Request Form and returning it to the Company's Share Registrar.
4. All Corporate Communication in both English and Chinese, and in accessible format, will be available on the Company's website at www.loccitane.com. Soft copies of both languages of all such Corporate Communication will be filed with the Stock Exchange on the same day they are despatched to Shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
5. The Company is providing a dial-up hotline service (Tel: (852) 2862 8688) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangements set out above.
6. The First Letter and the Second Letter will mention that both languages of each Corporate Communication will be available on the Company's website and that the dial-up hotline service has been provided as mentioned in the arrangements described in paragraphs 4 and 5 above, respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

"Corporate Communication"	any document issued or to be issued by the Company for the information or action of holders of any of the Company's securities as defined in Rule 1.01 of the Listing Rules
"Listing Rules"	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
"Shareholder(s)"	Holder(s) of the shares of the Company
"Share Registrar"	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

By order of the Board

Reinold Geiger
Chairman

Hong Kong, 3 June 2010

As at the date of this announcement, the executive Directors of the Company are Mr. Reinold Geiger, Mr. Emmanuel Laurent Jacques Osti, Mr. André Joseph Hoffmann and Mr. Thomas Levilion, the nonexecutive Directors of the Company are Mr. Karl Guenard, Mr. Martial Thierry Lopez and Mr. Pierre Maurice Georges Milet and the independent non-executive Directors of the Company are Mr. Charles Mark Broadley, Ms. Susan Saltzbart Kilsby and Mr. Jackson Chik Sum Ng.