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MEDIA RELEASE

28 May 2010
For immediate publication

Sale of Jelmoli Bonus Card Ltd.

Olten, 28 May 2010 – Swiss Prime Site AG sold today its majority holding in Jelmoli Bonus Card Ltd. The buyer is the Swiss banking group Valartis, which presently has a 27.5% stake in the credit card company.

Swiss Prime Site AG announces the sale of its 72.5% holding in Jelmoli Bonus Card Ltd., Zurich, to the Valartis Group AG, Baar. The two companies, both of which are listed on SIX Swiss Exchange, signed the relevant agreements today. The parties have agreed not to disclose the price.

Jelmoli Bonus Card Ltd., which achieves sales of around CHF 700 million, was formerly part of the Jelmoli Group, which was acquired last year by Swiss Prime Site. The transfer of Jelmoli Bonus Card Ltd. to the Valartis Group will not affect clients or the 80 or so employees. In selling Jelmoli Bonus Card Ltd., Swiss Prime Site is divesting an arm of business which – as communicated earlier – does not belong to its core activities.

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Swiss Prime Site AG

Swiss Prime Site AG is Switzerland's leading real estate investment company. Its portfolio of around CHF 8.1 billion is structured according to the real estate-picking strategy and consists of first-class commercial properties at selected Swiss business locations. Swiss Prime Site has been listed on the SIX Swiss Exchange since April 2000, and has a market capitalization of around CHF 3.4 billion. The company boasts a crisis-resistant portfolio with low vacancy and rent failure risks, professional management with slim structures and low costs, high earnings and capital potential and an outstanding risk/return profile.

SIX Swiss Exchange / symbol SPSN / securities number 803 838

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