

# INTERACTION

## PRESS RELEASE

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### Double digit growth for Q-CONNECT

Q-CONNECT, the house-brand of INTERACTION, Europe's largest OP distributors alliance, has enjoyed a double digit sales growth in the first 6 months of 2011.

Despite challenging market conditions, sales reached a record high of 61 million Euro, which is 13% better than in the same period last year.

According to Jan Van Belleghem, MD of the alliance, this is the result of long term consistency in building a reputation of reliability which manages Q-CONNECT to weather all sorts of storms. Proof of that is Greece: even in Europe's most daring trading environment, sales went up double digit. Another contributor to the success is the smooth integration of the brand in Italy by Karnak and the other BI-holding companies.

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