

**RIACHUELO OPENS ITS 104<sup>th</sup> STORE**

**São Paulo, April 30, 2009 - Guararapes Confecções – Lojas Riachuelo** [BOVESPA: GUAR3(ON); GUAR4(PN)], announces the opening of Riachuelo's 104<sup>th</sup> store.

Located at Norte Shopping mall in Rio de Janeiro, state of Rio de Janeiro, the new store has a sales area of 4,130 m<sup>2</sup> and brings the Company's presence in the southeast region to 44 stores.

<b>New Stores 2009</b>	<b>Opening</b>
Manaus/AM - Manauara Shopping	April 7
Salvador/BA - Salvador Paralela Shopping	April 28
Rio de Janeiro/RJ - Norte Shopping	April 30

For further information, please contact our Investor Relations Department:

**Flávio Rocha**

Vice President and Investor Relations Officer

E-mail: [ri@riachuelo.com.br](mailto:ri@riachuelo.com.br)

**Tulio Queiroz**

Controller and Investor Relations Manager

E-mail: [tulioj@riachuelo.com.br](mailto:tulioj@riachuelo.com.br) Phone: (11) 2971-7420

**Website:** <http://www.riachuelo.com.br/ri>

**About Guararapes-Riachuelo:**

Guararapes is Brazil's largest apparel manufacturer and the parent company of Lojas Riachuelo, one of the country's biggest apparel department store chains, with **104 stores** spread across the country. The Guararapes Group has always focused on selling high quality products at affordable prices, while striving to satisfy its clients and shareholders and bring them value. The integration of its production chain, a renowned success worldwide, gives Guararapes-Riachuelo a competitive edge, which allows it to adapt to constant changes and trends of the market and the fashion world.