

Bondoufle, France
April 4, 2011



Acquisition of SMK - Sportsmarketing

Cybergun becomes the undisputed leader in the United Kingdom

Cybergun, a world leader in recreational shooting, is pleased to announce the acquisition of UK-based SMK - Sportsmarketing.

With nearly 40 years' experience in importing top-of-the-range products, Sportsmarketing is the U.K.'s largest importer and custom producer of air rifles, AirSoft guns and accessories, with a network of more than 1,000 sales outlets throughout its territory.

Through this acquisition, Cybergun realizes a strategic transaction offering vertical integration of the distribution of its products, like that it has already successfully implemented in the U.S. and the Scandinavian countries.

In 2010, Sportsmarketing generated revenue of approximately £4 million (€4.5 million) in England alone—10% from products in the Cybergun catalogue—and an operating margin of over 10%. The growth plan calls for a doubling of sales in four years, particularly through the supply under the Swiss Arms brand (owned by Cybergun) of Sportsmarketing products (the "break-barrel / custom-made in UK" ranges) throughout Cybergun's distribution network.

The agreement provides for the acquisition of SMK - Sportsmarketing's assets against a cash settlement which is being financed by a medium-term facility with Cybergun's banking partners. The transaction would result in an accretion of about five cents per share commencing in the first year.

Once again, Cybergun confirms the formula for success that has served it well for many years: a large dose of organic growth supplemented by targeted and strongly accretive external growth transactions. These elements are behind a growth cycle of 20% per year over the last 15 years, which will be confirmed on April 7 with the announcement of the company's revenue for fiscal 2010 (ended March 31, 2011).

The Group is actively pursuing its acquisition strategy, with several proposals currently under consideration.

Sign up to receive all of Cybergun's financial reports via email at: www.cybergun.com.

About Cybergun: www.cybergun.com

Listed on NYSE Euronext Paris, Cybergun is a world leader in recreational shooting. The Group's revenue has grown at an average annual rate of nearly 20% for the past 15 years. In 2009, Cybergun posted €50 million in revenue, with 55% generated in the U.S. and 38% in Europe. Qualified as an "innovative enterprise" by French agency OSEO Innovation, Cybergun is eligible for investment from French innovation-focused funds (FCPI). Cybergun's stock is included in the CAC Small index.

Cybergun stock: FR0004031839 – CYB
Cybergun bond 8% / OCT16: FR0010945725 – CYBO

Contacts: Actus Finance

Analysts – Investors: Jérôme Fabreguettes-Leib at +33 (0)1 77 35 04 36

Journalists: Nicolas Bouchez at +33 (0)1 77 35 04 37

Discover the world of Cybergun products by video:

www.youtube.com/MrCybergun

www.techgroupglobal.com/4/tv-commercial