



PRESS RELEASE

STOCK OPTION EXERCISE AND SALE OF SHARES BY CERTAIN FOUNDERS OF THE CORPORATION

Laval (Québec), September 16, 2013 – Alimentation Couche-Tard Inc. (“ACT”) (TSX: ATD.A, ATD.B) announces that Messrs. Alain Bouchard, Richard Fortin and Réal Plourde have informed ACT of their intention to exercise respectively 400,000, 200,000 and 200,000 stock options for Class B subordinated voting shares of ACT granted to them in 2003 and which are expiring in October 2013.

With respect to such stock option exercises, Messrs. Bouchard, Fortin and Plourde have filed with the securities commissions the regulatory notices of their intentions and which are as follows:

- 108,000 shares acquired from the 400,000 stock options exercise will be gifted to *La Fondation Sandra et Alain Bouchard*, a registered charity. Mr. Bouchard will keep the remaining shares deriving from such exercise. *La Fondation Sandra et Alain Bouchard* will be selling 20,000 Class B Subordinated Voting Shares to meet donations commitments.
- 100,000 shares acquired from the 200,000 stock options exercise will be gifted to a registered charity. Mr. Fortin will keep the remaining shares deriving from such exercise.
- 50,000 shares acquired from the 200,000 stock options exercise will be gifted to *La Fondation Ariane Riou et Réal Plourde*, a registered charity. Mr. Plourde will keep the remaining shares deriving from such exercise.

In compliance with the applicable regulations, no sale/gift will occur prior to September 23, 2013. Such sales may occur thereafter over a period of 30 days, subject to applicable blackout periods.

Profile

Alimentation Couche-Tard Inc. (“Couche-Tard”) is the leader in the Canadian convenience store industry. In the United States, it is the largest independent convenience store operator in terms of number of company-operated stores. In Europe, Couche-Tard is a leader in convenience store and road transportation fuel in Scandinavian countries and in the Baltic States while it has a growing presence in Poland.

As of July 21, 2013, Couche-Tard's network comprises 6,198 convenience stores throughout North America, including 4,678 stores with road transportation fuel dispensing. Its North-American network consists of 13 business units, including nine in the United States covering 39 states and the District of Columbia and four in Canada covering all ten provinces. More than 60,000 people are employed throughout its network and at the service offices in North America.

In Europe, Couche-Tard operates a broad retail network across Scandinavia (Norway, Sweden, Denmark), Poland, the Baltics (Estonia, Latvia, Lithuania) and Russia with 2,287 stores as at July 21, 2013, the majority of which offer road transportation fuel and convenience products while the others are unmanned automated service-stations which offer road transportation fuel only. It also offers other products, including stationary energy, marine fuel, aviation fuel, lubricants and chemicals. Couche-Tard operates key fuel terminals and fuel depots in eight countries. Including employees at Statoil branded franchise stations, about 18,500 people work in its retail network, terminals and service offices across Europe.

In addition, under licensing agreements, about 4,200 stores are operated under the Circle K banner in ten other countries worldwide (China, Guam, Honduras, Hong Kong, Indonesia, Japan, Macau, Mexico, Vietnam and United Arab Emirates) which brings to more than 12,650 the number of sites in Couche-Tard's network.

For more information on Couche-Tard, please visit: <http://www.couchetard.com>.

-30-

Contact:

Raymond Paré, Vice-President and Chief Financial Officer

Tel.: (450) 662-3272 (ext. 4607)

investor.relations@couche-tard.com

The statements set forth in this press release, which describes Couche-Tard's objectives, projections, estimates, expectations or forecasts, may constitute forward-looking statements within the meaning of securities legislation. Positive or negative verbs such as "plan", "evaluate", "estimate", "believe", "expect" and other related expressions are used to identify such statements. Couche-Tard would like to point out that, by their very natures, forward-looking statements involve risks and uncertainties such that its results, or the measures it adopts, could differ materially from those indicated or underlying these statements, or could have an impact on the degree of realization of a particular projections. Major factors that may lead to a material difference between Couche-Tard's actual results and the projections or expectations set forth in the forward-looking statements include the effects of the integration of acquired businesses and the ability to achieve projected synergies, fluctuations in margins on motor fuel sales, competition in the convenience store and retail motor fuel industries, exchange rate variations, and such other risks as described in detail from time to time in the reports filed by Couche-Tard with securities authorities in Canada and the United States. Unless otherwise required by applicable securities laws, Couche-Tard disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The forward-looking information in this release is based on information available as of the date of the release.