



PRESS RELEASE

Alimentation Couche-Tard announces a change in senior management

ATD.A, ATD.B / TSX

Laval, May 10, 2010 — Alimentation Couche-Tard Inc. announces that Mr. Réal Plourde has decided to step down as Chief Operating Officer effective today. Mr. Plourde remains Executive Vice-President and a member of the Executive Committee. Mr. Brian Hannasch, currently Senior Vice-President, U.S. Operations and a close associate of Mr. Plourde, succeeds him as Chief Operating Officer.

Mr. Plourde's contribution to the growth of Couche-Tard over the past 25 years has been exceptional. His leadership and deep knowledge of our industry has been a key factor in allowing the Company to attain its pre-eminent position in Canada and the U.S.

"I carefully weighed and prepared this change which meets two key objectives: I will be free to devote more time to personal ventures while continuing to actively contribute to the Company's strategic direction", declared Réal Plourde, Executive Vice-President and Chief Operating Officer.

"We are delighted that Mr. Plourde agreed to remain in an active capacity as a member of the Executive Committee. As a result, we can still tap into his tremendous experience and knowledge of the convenience industry", said Alain Bouchard, President and CEO.

Mr. Bouchard also noted that Mr. Brian Hannasch's new role underscores the Company's dedication to promote talent within its own ranks when possible and to ensure a seamless transition as the Company continues to grow. Mr. Hannasch joined Couche-Tard in 2001 as part of the Bigfoot Food Stores acquisition. At that time, Mr. Hannasch held the position of Vice-President of Operations, Bigfoot. Since then, he has held a range of Vice-President and Senior Vice-President positions within the Company. These included acquisition, integration, and operations roles with oversight for Canadian and U.S. divisions. Regarded as a highly skilled manager, he built his reputation by focusing on flawless execution and delivering results. Previous to joining the Company, Mr. Hannasch spends 13 years with Amoco and BP in various downstream positions.

Profile

Alimentation Couche-Tard Inc. is the leader in the Canadian convenience store industry. In North America, Couche-Tard is the largest independent convenience store operator (whether integrated with a petroleum company or not) in terms of number of company-operated stores. Couche-Tard currently operates a network of 5,883 convenience stores, 4,142 of which include motor fuel dispensing, located in 11 large geographic

markets, including eight in the United States covering 43 states and the District of Columbia, and three in Canada covering all ten provinces. More than 52,000 people are employed throughout Couche-Tard's retail convenience network and service centers.

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Source

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