



PRESS RELEASE

Couche-Tard Announces Early Redemption of 7^{1/2}% Senior Subordinated Notes Due in 2013

ATD.A, ATD.B / TSX

Laval, Québec, November 10, 2010 – Alimentation Couche-Tard Inc. announces that it will redeem, through its wholly-owned subsidiaries, US\$350 million in aggregate principal amount of its 7½% Senior Subordinated Notes due 2013 (the “Notes”), representing all of the Notes outstanding.

The Notes will be redeemed on December 15, 2010 at a redemption price of 101.250% of the principal amount, plus accrued and unpaid interest. The accrued interest will be paid for the period from June 16, 2010 up to, but excluding, the redemption date of December 15, 2010.

The terms of the redemption are described in the notice of redemption sent to registered holders on or about November 10, 2010. Notes are to be surrendered to Wells Fargo Bank Minnesota, N.A. as trustee and paying agent, in exchange for the payment of the redemption price.

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's network is comprised of 5,869 convenience stores, 4,141 of which include motor fuel dispensing, located in 11 large geographic markets, including eight in the United States covering 42 states and the District of Columbia, and three in Canada covering all ten provinces. More than 53,000 people are employed throughout Couche-Tard's retail convenience network and service centers.

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Source

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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 projection. 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.