

## **PRESS RELEASE**

### **For Immediate Release**

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## **LE CHÂTEAU DECLARES QUARTERLY DIVIDEND**

**Montreal, July 15, 2004** – Le Château Inc. (TSX: CTU.A) said today it has declared a quarterly dividend of \$0.15 per Class A Subordinate Voting Share and Class B Voting Share, payable on September 13, 2004 to shareholders of record on August 20, 2004.

### **Profile**

Le Château is a leading Canadian specialty retailer offering fashion-forward apparel, accessories and footwear to style-conscious women and men.

Le Château brand name clothing is largely designed and developed within our vertically integrated operations. Our brand name merchandise is sold exclusively through our 166 retail locations. All stores are in Canada, except for four locations in the New York City area.

### **Forward-Looking Statements**

This news release may contain forward-looking statements relating to the Company and/or the environment in which it operates that are based on the Company's expectations, estimates and forecasts. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict and/or are beyond the Company's control. A number of factors may cause actual outcomes and results to differ materially from those expressed. These factors include those set forth in other public filings of the Company. Therefore, readers should not place undue reliance on these forward-looking statements. In addition, these forward-looking statements speak only as of the date made and the Company disavows any intention or obligation to update or revise any such statements as a result of any event, circumstance or otherwise.