

NEWS RELEASE

**ALIMENTATION COUCHE-TARD INC. TO ISSUE \$300 MILLION OF CLASS B SHARES ON
A BOUGHT DEAL BASIS**

**NOT FOR DISTRIBUTION TO U.S. NEWS SERVICES AND NOT FOR DISSEMINATION IN
THE UNITED STATES**

ATD.A, ATD.B / TSX

Laval, Québec, Canada July 24, 2012 – Alimentation Couche-Tard Inc. (“Couche-Tard”) announced today that it has entered into an agreement with a syndicate of underwriters (the “Underwriters”) co-led by National Bank Financial Inc., Scotia Capital Inc., UBS Securities Canada Inc. and HSBC Securities (Canada) Inc., to sell, on a bought deal basis, 6,350,000 Class B subordinate voting shares of Couche-Tard (the “Shares”) at a price of \$47.25 per Share for gross proceeds of \$300,037,500.

Net proceeds from the offering will be used by Couche-Tard to pay down a portion of Couche-Tard’s outstanding long-term debt.

Couche-Tard has also granted the Underwriters an option to purchase up to an additional 952,500 Shares at a price of \$47.25 per Share at any time up to 30 days after closing of the offering.

The Shares will be offered in all provinces of Canada, by means of a short-form prospectus. Closing of the offering is expected to occur on or about August 14, 2012.

This news release is not an offer to sell, or a solicitation of an offer to buy, any securities. The securities referred to in this news release have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “U.S. Securities Act”) and may not be offered or sold in the United States unless registered under the U.S. Securities Act or pursuant to an available exemption from the registration requirements of the U.S. Securities Act.

About Alimentation Couche-Tard Inc.

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 Corporation or not) in terms of number of company-operated stores. As of April 29, 2012, Couche-Tard had a network of 5,803 convenience stores, 4,216 of which include motor fuel dispensing. At the same date, the Corporation had agreements for the supply of motor fuel to 350 sites operated by independent operators. Couche-Tard's network consists of 13 business units, including nine in the United States covering 42 states and the District of Columbia, and four in Canada covering all ten provinces. In addition, under licensing agreements, about 3,990 stores are operated under the Circle K banner in nine other countries worldwide (China, Guam, Hong Kong, Indonesia, Japan, Macau, Mexico, Vietnam and United Arab Emirates). More than 60,000 people are employed throughout Couche-Tard's retail convenience network and service centers in North America.

Following its acquisition of Statoil Fuel & Retail in June 2012, Couche-Tard also operates a broad retail network across Scandinavia, Poland, the Baltics, and Russia with approximately 2,300 stores, the majority of which offer full and convenience products while the others are automated (fuel only) stations. Throughout our European operations, Couche-Tard also generates revenues from stationary energy, marine fuel, aviation fuel, lubricants and chemicals. It operates 12 key terminals as well as 38 depots in eight countries while it also operates approximately 400 road tankers. Including employees at Statoil branded franchise stations, about 18,500 people work in Couche-Tard's retail network across Europe, in its European corporate headquarters, in its eight regional headquarters, in its terminals and in its depots.

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

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Forward-Looking Statements

The statements set forth in this news release, which describe 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 "will", "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 nature, 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

documents filed by Couche-Tard with securities regulatory authorities in Canada. 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 news release is based on information available as of the date of the release.