



PRESS RELEASE

Change in senior management

ATD.A, ATD.B / TSX

Laval, September 2, 2008 — Alimentation Couche-Tard Inc. announces that, upon 25 years of collaboration and loyal services, Mr. Richard Fortin is stepping down as Chief Financial Officer effective today and will continue to sit on the Executive Committee. Effective October 12, 2008, he will become Chairman of the Board of the Company. Mr. Alain Bouchard, currently acting as Chairman of the Board, President and Chief Executive Officer shall retain the latter position as President and CEO. Mr. Raymond Paré, currently Vice President, Corporate Finance and Treasurer, will be promoted to the position of Vice President and Chief Financial Officer.

“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 ranging from development to financials”, declared Richard Fortin, Executive Vice President and Chief Financial Officer.

“We are delighted that Mr. Fortin agreed to remain in an active capacity as Chairman while also continuing to sit on the Executive Committee. As a result, we can still tap into his tremendous experience and knowledge of the convenience industry”, said Alain Bouchard, Chairman of the Board and CEO.

Mr. Bouchard also noted that Mr. Raymond Paré’s new role underscores the Company’s dedication to promote talents within its own ranks when possible and to ensure a seamless transition as the Company continues to grow. Mr. Paré joined Couche-Tard five years ago and has since been working closely with Mr. Fortin on all major company initiatives. More recently, Mr. Paré successfully headed a number of key projects, namely by monetizing certain property holdings and increasing the Company’s credit facilities which he had previously obtained. Regarded as a highly skilled manager, he built his reputation by focusing on flawless execution and delivering results. Under Mr. Paré’s lead, our discipline and financial strength will remain intact.

“I am thrilled by this token of trust in my abilities. It was an honor to work alongside Mr. Fortin for so many years and I look forward to counting on his savvy advice in the future”, said Mr. Paré.

Mr. Raymond Paré began his professional career at Ernst & Young as a Chartered Accountant and thereafter held several positions in financial and operational management, amongst other companies; at JAC Canada / USA Inc. and at Bombardier Inc., in the Aerospace Division. Mr. Paré graduated in 2007 with a MBA for management in Financing and a B.A. in Accounting in 1992 from the Université du Québec à Montréal, and he officially became a Chartered Accountant in 1994.

Profile

Alimentation Couche-Tard Inc. is the leader in the Canadian convenience store industry. In North America, Couche-Tard is the second largest independent convenience store operator (whether integrated with a petroleum company or not) in terms of number of stores. Couche-Tard currently operates a network of 5,395 convenience stores, 3,556 of which include motor fuel dispensing, located in 11 large geographic markets, including eight in the United States covering 33 states and three in Canada covering ten provinces. More than 46,000 people are employed throughout Couche-Tard's retail convenience network and service centers.

- 30 -

Source

Alain Bouchard, Chairman of the Board, President and Chief Executive Officer

Richard Fortin, Executive Vice-President and Chief Financial Officer

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