



STEEL SERVICE CENTERS

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PRESS RELEASE

Substantial growth of both its activity and earnings marks in its First Half of 2008 ELASTRON SA (ex A. KALPINIS – N. SIMOS SA)

ELASTRON SA (ex A.KALPINIS – N.SIMOS SA) announced its first half of 2008 financial results according to the International Financial Reporting Standards (IFRS).

Ongoing growth marks ELASTRON SA for the first half of 2008, as consolidated turnover marked a 17.1% increase over the respective period in 2007 and formed at € 100.1 mil. over € 85.5 mil. in the first half of 2007. Group gross profit marked an impressive 30.3% growth which amounted to € 18.9 mil. over € 14.5 mil. in the respective period the year before. Consequently gross profit margin for the period rose by 2 percent points and formed at 18.9% of the consolidated turnover versus 17% in the respective period of 2007.

These positive results were realized amid the special market conditions with the international steel prices sustaining their rising path, with the raw material prices as well as the energy cost rising, with the ongoing depreciation of the US Dollar against the Euro, while operating in a highly competitive industry environment such as the steel industry.

The rest of the group's profitability accounts also marked similar course. In specific, the Group's profit before interest taxes and depreciation (EBITDA) amounted to € 12.8 mil. in the first half of 2008 over € 9.7 mil. in the respective period of 2007 marking a 32% increase. Correspondingly, consolidated profit before interest and taxes (EBIT) marked a substantial 33.4% and amounted to € 12 mil. versus € 9 mil. in the first half of 2007.

The Group's consolidated pretax profit (EBT), marked a significant 35.1% increase and formed at € 10.4 mil. versus € 7.7 mil. in the respective period of 2007. Last consolidated net after taxes and minorities profit (EATAM) formed at € 7.8 mil. over € 5.7 mil. in the first half of 2007 marking a 36.8% increase.

Key contribution to the group's positive performance of the first half of 2008, was also the group's second quarter of 2008 performance where the favorable international market conditions stemming from the rising steel prices in conjunction with the ongoing strong demand for steel products, the expansion of the group's sales network and the continued enhancement of its product mix with higher value added products have secured significant profitability margins.

As regards the implementation of investments and the group's business development plan, ELASTRON is intensifying its efforts to complete its plan for expansion in Romania and Bulgaria. Within this framework, ELASTRON announced the acquisition of two pieces of land in Romania, via subsidiary BALKAN IRON GROUP S.R.L." (distinctive title «B.I.G. S.R.L.»), near Bucharest with total area of the two plots amounting to 80,000 m² and total value reaching € 2 mil., pursuant to the joint venture agreement between HELLENIC HALYVOYRGIA SA" and "TRIGONIS BROS SA – Iron Steel", to cooperate in the Romanian market in the area of processing and distribution of steel products.



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As far as the outlook for the second half is concerned, given the recent trends in the metal prices, especially the international steel prices' rally, every attempt to form projections seems complicated. A probable drop in raw material prices would suppress margins of the second half as compared to those of the first half. In any case however, based on current market conditions and the group's performance so far, the Group's as well as the Parent Company's full year 2008 performance will remain especially positive.

Recently the Group after having established its leading position in the sector of trading and processing of steel, through the indisputable values of quality, growth and innovation which are reflected in every aspect of its activities, starting from the year 2008, milestone of 50 years since its foundation, was renamed to ELASTRON, adopting a name without linguistic restrictions that expresses its dynamic development and its fundamental values. With the new name "ELASTRON", the Group will continue the tradition which has established as its main pillars of success, the Collaboration, the Know-how, the Quality and the Innovation, symbolizing the new era of development of the Group's activities, in and out of the homeland borders, as this is realized via significant international joint ventures, such as with Corus-Tata.

Note: ELASTRON SA (ex A.KALPINIS – N.SIMOS SA) First Half of 2008 "Financial Data and Information" will be published on Thursday August 28, 2008 and they will be available together with the "2008 Semi-annual Financial Report" for the period on the company's website, www.kalpinis-simos.gr and the ATHEX website www.athex.gr on Wednesday, August 27, 2008.