

CURRENT REPORT

HOOP S.A.

August 14th 2007

Current Report No. 38/2007

Sale of Company Shares by Management Board Member

The Management Board of HOOP S.A. hereby reports that the Company received a notification from Mr Dariusz Wojdyga, Member of the Management Board of HOOP S.A., to the effect that on August 13th 2007 Mr Wojdyga sold to KSM INVESTMENT S.A. 524,852 (five hundred and twenty-four thousand, eight hundred and fifty-two) bearer shares of HOOP S.A. at the price of PLN 33.26 per share, in a block transaction executed at the Warsaw Stock Exchange. The transaction will be settled on August 17th 2007. Concurrently, the Management Board of HOOP S.A. reports that the aforementioned transaction has been executed as part of the Company's merger with Kofola Holding a.s., which was the subject of Current Report No. 11/2007 of March 13th 2007.

Legal basis: Art. 160.4 of the Act on Trading in Financial Instruments