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Press Release for The VA

## **SODEXHO ANNOUNCES SAYSHOPPING GIFT AND SHOPPING VOUCHERS**

*SayShopping Pass* is the new, revolutionary multi-store shopping voucher from Sodexo. Launching in September 2006 *SayShopping* offers services and special features currently unavailable in the incentives and promotions industry, and is set to become the frontrunner of motivational awards and benefits for employees and preferred gifts for agencies and the mail order market.

All retail sectors, from clothing to jewellery to entertainment, are represented through the UK's best retail brands in thousands of outlets nationwide. With a special online 'club lounge' to be launched shortly *SayShopping* motivates consumers to more aspirational shopping with extensive added value, such as extra discounts from retailers and monthly prize draws for hospitality or travel rewards. A dedicated 24-hour customer service line will assist consumers and retailers to access information instantly about their vouchers and accounts.

*SayShopping* is a completely reliable and secure voucher system, with zero financial risk, foolproof technology, and all production and processing controlled in-house, backed up by specialist Sodexo staff – a unique offer in the motivation industry. Retail partners are offered exclusive marketing data about voucher use and voucher users, so that they can develop focused sales promotions on the voucher's internet platform to increase store footfall and brand loyalty.

Sodexo is the world's largest management services organisation and leading global issuer of service vouchers and cards. The company has more than 25 years of international experience of the voucher business, operating cards and voucher schemes in 27 countries, with over 800,000 affiliated partners and 14 million voucher recipients. Sodexo is celebrated for the quality, innovation, and security of its vouchers, and was named the UK's 'Childcare Voucher Provider of the Year 2006' by *Employee Rewards and Benefits* magazine.

Alexandre Meerson, Incentives and Motivation Director at Sodexo says “I am delighted to announce to colleagues at The VA, the launch of our new multi-store shopping voucher *SayShopping*. Our core business, in the UK and worldwide, is to provide the best voucher and card services with extra value and to improve the quality of life in the workplace. With *SayShopping*, we are extending this service, not only to the employees of our clients (over a million employees in the UK) but also to other businesses and indeed consumers. We have excellent retail partners on board and more will be joining us as we roll out the programme. We’re working together to create an innovation in the voucher world.” He adds, “The launch of the new voucher in September will open up real incremental business opportunities for our retail partners. I look forward to working together with my colleagues at The VA to significantly increase the size of the benefits, incentives and motivation industry in the UK.”

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