

PRESS RELEASE
3rd October 2006

**Kingolotto selects *SayShopping* gift vouchers for
new, free lottery website**

SAYSHOPPING, THE new multi-store voucher from Sodexho, has joined Kingolotto.co.uk, a brand-new, free lottery website which launches on 9th October. Kingolotto offers registered players 10 free lottery games everyday, giving them 10 chances to win retail prizes and valuable *SayShopping* gift vouchers

Kingolotto.co.uk is a great sales promotion vehicle and UK retailers are already coming on board to offer prizes. Sponsorship makes the lottery completely free for consumers. No purchase is necessary and there is no fee to register. Registration details will be available to retail partners for additional targeted marketing.

Players on the website will enjoy 10 free games to select 1-6 correct numbers from a daily draw of 49, with a top prize of a free holiday. Correct number selections earn 'Kingopoints' which can be collected and redeemed for prizes such as DVDs or MP3 players. Five correct numbers instantly wins *SayShopping* vouchers worth £15 or £30 (doubled on the 10th game).

Kingolotto winners will be able to spend their vouchers at *SayShopping's* own retail partners, among them Adams, Bateaux London, Beefeater, Bon Marche, Brewers Fayre, Catamaran Cruises, Champneys, Comet, Contessa, Cresta, D2, Ernest Jones, Ethel Austin, Goldsmiths, Halfords, Happit, H. Samuel, JJB Sports, JJB Fitness Clubs, La Senza, Leslie Davis, Mappin & Webb, Partners, Peacock Group, Peter Briggs, Qube Shoes, QS, River Island, Ryman, Shoe Express, Stead & Simpson, Theatre Tokens, T. J. Hughes, Virgin Megastores, Watches of Switzerland, Waterstone's, and Woolworths. Kingolotto winners will also enjoy all the great offers and added value available from these retailers through the *SayShopping* website. .

Aurelien Baujault, from Kingolotto.co.uk, says, "We're delighted we can offer *SayShopping* vouchers as prizes. Kingolotto is all about great rewards and having fun – and *SayShopping* is putting excitement back into the shopping experience. Kingolotto players will love the chance to win vouchers and love the choices on offer."

Alexandre Meerson, Incentives and Motivation Director at Sodexho, says, "We're pleased to be involved with Kingolotto from the outset. The free lottery is a really inventive sales platform, for *SayShopping* and for our own retail partners, and a fun and fresh way to build brand awareness."

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For further press information on *SayShopping* and images please contact: Andrew Gregory or Olivia Lawrence at Hamilton PR on 01892 546599 or email Andrew@hamiltonpr.co.uk or Olivia@hamiltonpr.co.uk

Notes to Editors:

- Sodexo has 27 years international experience of the voucher and card business, operating in 27 countries, with over 800,000 affiliated partners and 14 million voucher recipients. Sodexo has been issuing service vouchers and cards in the UK since 1999. Earlier this year, the company was named in the UK as 'Childcare Voucher Provider of the Year 2006' by *Employee Rewards and Benefits* magazine
- For enquiries about *SayShopping* vouchers please contact: Holly Platel on 01276 418888 or email info@SayShopping.co.uk or visit www.SayShopping.co.uk
- www.kingolotto.co.uk will be available 9 October 2006