

PRESS RELEASE
November 2006

The active, healthy gift trend for 2007

WITH CHRISTMAS gift shopping expected to boom yet again this year, the new trend seems to be purchasing gift vouchers that bring some real personal benefit and combine fun with a healthy lifestyle. Research from the *SayShopping* gift voucher team shows that the average adult in the UK spends more than £350 on gifts at Christmas for friends and family. While most of this has traditionally been spent on consumer goods (and new technology such as digital cameras and MP3 players is still popular), the trend is now increasingly to give family and friends 'healthier' Christmas presents such as spa treatments, gym membership or activity days out – something which is now so easy with the new generation of gift vouchers.

Gift vouchers have soared in popularity in 2006. The *SayShopping* gift voucher research confirms Deloitte's Retail Survey which puts vouchers at number three in the rankings. *SayShopping* estimates that £750 million will be spent on gift vouchers this Christmas, and perhaps as much as £1.6 billion on vouchers in 2007.

SayShopping, the new multi-store gift and shopping voucher from Sodexo, is leading the new breed of vouchers by giving access to treatments, activities and fitness clubs, on top of the thousands of shops, retail outlets, and restaurants. The *SayShopping* voucher can be spent not just on sports equipment at American Golf and JJB Sports, or mountain bikes at Halfords, but also at any of the Champneys Health Resorts, which offer spa treatments, fitness classes, and diet and nutritional planning, or the JJB Fitness Clubs, which have extensive gym and health facilities. The most recent addition to *SayShopping*'s active lifestyle portfolio is the Activities Superstore, which organises a vast range of activities as gift days out, from beauty makeovers to paintballing, from flower arranging to skydiving, and from tutored wine tastings to special forces training.

Easy to buy, easy to send and easy to use, the *SayShopping* voucher also offers added discounts and special rewards exclusively to all voucher recipients. It's the Christmas gift that gives more than its cash value to friends and family. Vouchers can be bought easily online at www.SayShopping.co.uk, and will be delivered straight to the recipient in a stylish presentation wallet. Vouchers are available in multiple denominations (£2, £5, £10 and £20), and have a three-year expiry date. A dedicated customer service line assists voucher holders to access information instantly about their vouchers and accounts.

Iain McMath, Managing Director of Sodexo, explains: "We've worked hard to make *SayShopping* the most exciting gift experience in the UK. We offer access to some of the best fitness centres, spa resorts, and family activities. It is perfect for Christmas shopping:

customers can log on to our site, buy vouchers, and have them delivered directly to their friends and family. And it's perfect for a healthy New Year."

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Notes to Editors:

- Sodexo is the world's leading food and facilities management organisation and global issuer of service vouchers and cards. In the UK Sodexo provides innovative food and management services to businesses and industry, including the education, healthcare, leisure and defence sectors, employing 48,000 people in 2300 units nationwide
- The voucher website is www.SayShopping.co.uk
- *SayShopping* information line: 01276 418888
- Email: Info@sayshopping.co.uk
- Currently, *SayShopping's* participating retailers include: Activities Superstore, Adams, Bateaux London, Beefeater, Bon Marché, Brewers Fayre, Catamaran Cruises, Champneys, Comet, Contessa, Cresta, D2, Ernest Jones, Ethel Austin, Goldsmiths, Halfords, Happit, H. Samuel, In-store, JJB Sports, JJB Fitness Clubs, La Senza, Leslie Davis, Mappin & Webb, Partners, Peacock Group, Peter Briggs, £Stretch, Principles, Qube Shoes, QS, River Island, Ryman, Shoe Express, Stead & Simpson, Theatre Tokens, T. J. Hughes, Virgin Megastores, Warehouse, Watches of Switzerland, Waterstone's, and Woolworths