

Press Release
September 28th 2007

SayShopping vouchers celebrates its 1st Birthday

SODEXHO'S *SayShopping* multi-store vouchers celebrated its 1st birthday in style this month, with head office staff in Camberley throwing a party in its honour.

Launched in September 2006, *SayShopping* vouchers have shaken up the gift, motivation and incentive market by offering new services and special features that were previously unavailable anywhere else.

Over the past year, Sodexo has secured over 50 retail affiliates including Debenhams, Waterstones, Goldsmiths and Virgin Megastores, plus spas and leisure providers such as Champneys and Theatre Tokens.

These well-known brand partners have ensured that *SayShopping* vouchers remain extremely attractive to consumers. And now, with the launch of the Privilege Club, the voucher will give added value to consumers with extra discounts from retailers and monthly prize draws for hospitality and travel rewards.

SayShopping continues to revolutionise not only the market but also the service it offers its retail partners. Each partner has been able to benefit from exclusive marketing data about voucher use and voucher users, meaning that they can develop focused sale promotions to increase store footfall and brand loyalty.

Kevin Harrington, Research & Development Director at Sodexo Pass, says: 'In its first year *SayShopping* has really made its mark on the incentive and motivation sector. To launch a brand new voucher into an established marketplace was an exciting challenge – and one that has proved extremely successful. We're really looking forward to future innovations and developments for *SayShopping* in our second year. Watch this space.'

ENDS

Image: L-R Lauren Jackson, Elaine Boorman and Holly Platel from the SayShopping Team

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Notes to Editors:

- Sodexo is the world's largest integrated facilities management services organisation and leading 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 2,300 units nationwide.
- Worldwide, Sodexo has 27 years of international experience of the voucher business, operating in 27 countries, with over *1 million* affiliated partners and *16.4 million* voucher recipients. *Last year*, the company was named the UK's 'Childcare Voucher Provider of the Year 2006' by *Employee Rewards and Benefits* magazine.
- *SayShopping* was launched in September 2006 and to date has retail brands as partners in sectors ranging from fashion and cosmetics to days out and holidays.

The voucher website is www.SayShopping.co.uk *SayShopping* information line: 01276 418888. Email: Info@SayShopping.co.uk