
SAINSBURYS COUPONS AT TILL ROLL OUT NECTAR POINTS OFFERS

18 November 2009: Nectar, the coalition loyalty programme and its sister company LMG Insight & Communication (I&C), both owned and operated by Groupe Aeroplan, are working closely with Sainsbury's on its continued roll out of its new Coupon at Till scheme. From this month, shoppers started receiving Nectar bonus point offers as well as the money off coupons at till. The campaign includes double Nectar Points for millions of shoppers throughout the month.

Since Coupons at Till was launched on 23 September shoppers have been rewarded with money-off coupons for hundreds of branded and Sainsbury's own-brand products with savings of up to half price on some of the retailer's most popular items. Coupons at Till has been extended to include Nectar bonus point offers alongside the money off vouchers

Jan-Pieter Lips, Managing Director, Nectar says: "The Coupons at Till scheme from Sainsbury's is a natural addition to the benefits package which has been offered to shoppers for many years through Nectar. We are able to use the Nectar data to provide shoppers with vouchers in their hands for the things they really do buy so they will be genuinely able to save money. Now Nectar bonus points are offered through Coupons at Till Sainsbury's shoppers will be able to build up yet more points.

The Nectar card database is used extensively as part of the scheme, providing data to ensure that collectors receive the most relevant offers for their current shopping habits. The Coupons at Till system can either issue coupons based on historical shopping data collected through Nectar card or via transactional "triggers" which are activated when specific products are scanned at the till during a customer's transaction.

LMG I&C provides analysis of point of sale and Nectar card shopping behaviour through its sophisticated data analytics tool, Self Serve, which enables bespoke coupons to be created

instantaneously. LMG I&C is also working closely with FMCG companies to give them the ability to provide money saving coupons for their products through the new Sainsbury's scheme. Over 70 leading brands have already been signed up to the scheme by LMG I&C.

Peter Gleason, Managing Director LMG Insight & Communication adds: "Incorporating our powerful insight and analysis into the new Sainsbury's scheme will ensure that Sainsbury's cashiers are providing relevant coupons to individual shoppers at exactly the right time. We are also able to link this analysis to shopping habits across brands to benefit FMCG companies and allow them to target their in-store promotions directly at the customer as they shop."

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Nectar, the United Kingdom's leading coalition loyalty programme is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation. 50 percent of UK households collect Nectar points when shopping for groceries, booking a holiday, paying household bills, buying petrol and even eating out. Collectors also earn Nectar points every time they shop online via Nectar.com at over 300 leading online retailers. Since Nectar's launch in 2002 over £1 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise. For more information please visit www.nectar.com

LMG Insight & Communication, a customer-driven insight and data analytics business offering worldwide services to retailers and their suppliers, is owned by Groupe Aeroplan Inc., and works closely with sister company - Nectar.

Insight & Communication, through its data analytics tool, Self Serve, allows companies to gain unparalleled insight into consumers' shopping trends from analysis of product and customer information to help them make strategic business decisions. For more information about Insight & Communication, please visit www.groupeaeroplan.com

About Groupe Aeroplan Inc.

Groupe Aeroplan Inc. is a leading international loyalty management corporation. Groupe Aeroplan owns Aeroplan, Canada's premier loyalty program and Nectar, the United Kingdom's leading coalition loyalty

program. In the Gulf Region, Groupe Aeroplan owns 60 per cent of Rewards Management Middle East, the operator of Air Miles programs in the United Arab Emirates, Qatar and Bahrain. Groupe Aeroplan also operates Insight & Communication, a customer-driven insight and data analytics business offering worldwide services to retailers and their suppliers.

For more information about Groupe Aeroplan, please visit www.groupeaeroplan.com.