



News Release

6 November 2007

LMG'S PETER GLEASON ANNOUNCES MANAGEMENT TEAM FOR NEW INSIGHT AND COMMUNICATION BUSINESS

LMG, the company that owns and operates Nectar, and the leading provider of data analysis, insight and marketing solutions, has announced the management team for its new Insight and Communication business. The team will report to the recently appointed Managing Director, Insight and Communication, Peter Gleason.

The new team is:

- Tim Collins, Commercial Director Retail
- David Buckingham, Commercial Director FMCG
- Mike Poyser, Solutions Director
- Andrew Corroll, Analytics Director

Peter Gleason, commented: "It is exciting to have such a high calibre team to lead the growth and development of LMG's Insight and Communication business. The depth and breadth of experience and knowledge that this new team brings will boost the expertise we already have and allow us to further strengthen LMG's strong heritage in the retail loyalty sector."

Tim Collins will be responsible for managing the relationship with Sainsbury's, the first retailer to benefit from LMG's new I&C business. Tim joins LMG from dunnhumby where he was most recently dRM Strategy & Operations Director and where he held various senior management positions since 2004.

David Buckingham will be responsible for developing relationships with FMCG companies, driving sales of LMG's new Insight tool "Self Serve" and be



responsible for the transition and growth of the Sainsbury's Connections direct mail programme. David previously spent 12 years working at IRI, most recently as Commercial Director for Northern Europe. He started his career at Taylor Nelson Sofres.

Mike Poyser, as Solutions Director, will develop LMG's Insight and Communication client solutions including launching the "Self Serve" web portal tool and other new services for FMCG companies. Prior to joining LMG, Mike worked at dunnhumby for seven years, most recently as Head of the UK Shopping Experience team.

Andrew Corroll joins LMG from Accenture where he was Head of the UK Marketing Sciences practice and will be responsible for LMG's 30 strong analyst team, the expansion of the Connections Communication programme and developing LMG's econometric capabilities. Andrew has an extensive background in many areas of business analytics across a wide variety of industry sectors and before joining Accenture was Chief Econometrician at the advertising agency JWT.

LMG's Insight and Communication business provides retailers and fast moving consumer goods (FMCG) companies, with insight into consumers' shopping trends from analysis of product and customer information to help them make strategic business decisions. Sainsbury's is the first retailer to benefit from LMG's new insight and communications business.

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For more information

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Notes to Editors:



Peter Gleason is formerly Managing Director at dunnhumby, the customer marketing consultancy part-owned by Tesco PLC, having joined the company in 2001, initially as Commercial Director and then Head of FMCG. Previously he was the Sales Director at Catalina Marketing UK Ltd and held various positions with Kimberly Clark between 1995 and 1999. Peter also worked at Mars Confectionery and started his career at Gillette - Oral B Laboratories.

LMG is a privately-held company based in the UK which develops, owns and manages large retail-based customer reward programmes and provides data driven marketing services to retailers and service providers worldwide. The group owns and operates the Nectar brand, the UK's largest customer reward programme, and also owns the Air Miles brand. LMG has appeared in the Sunday Times Top Track 250 companies for the last three years. It employs approximately 175 staff at its HQ in London and has operations in Newcastle, England and Mumbai, India.

www.loyalty.co.uk