



News Release

14 June 2007

LMG APPOINTS PETER GLEASON TO HEAD NEW INSIGHT AND COMMUNICATIONS BUSINESS

LMG, the company that owns and operates Nectar, and the leading provider of data analysis, insight and marketing solutions, has appointed Peter Gleason as Managing Director of its new insight and communications business.

Peter was previously Managing Director of Retail Media at dunnhumby.

In this role Mr Gleason will spearhead the growth of LMG's new business which provides retailers and, importantly, fast moving consumer goods (FMCGs) companies, with insight into consumers' shopping trends from analysis of product and customer information to help them make strategic business decisions.

Alex Moorhead, CEO of LMG, commented: "Building on LMG's heritage of operating large loyalty programmes with data at the heart of what we do, Peter Gleason's appointment is an important part of bringing together world calibre resource and expertise to develop this important LMG initiative. Peter brings a wealth of experience, knowledge and relationships to LMG and will accelerate LMG's growth in this area."

Sainsbury's is the first retailer to benefit from LMG's new insight and communications business.

-ends-

For more information
Megan Ratcliffe, LMG
Tel: 020 7152 4881
m.ratcliffe@loyalty.co.uk



UNLOCKING
RESULTS

Clare Looker/Rowena Denham, Fishburn Hedges
Tel: 020 7839 4321
Firstname.surname@fishburn-hedges.co.uk

Notes to Editors:

Peter Gleason is formerly Managing Director of Retail Media 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 was ranked amongst the top 100 in the Sunday Times Top Track 250 companies in October 2006. It employs approximately 175 staff at its HQ in London and has operations in Newcastle, England and Mumbai, India.

www.loyalty.co.uk