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Loyalty Management Group Announces New Management Appointments

24th February 2006

Loyalty Management Group (LMG), owner of Loyalty Management UK (LMUK) the company that runs the Nectar programme, has today announced a number of new executive appointments following the recent restructuring of its business to execute its aggressive plans for growth (both organic and via acquisition).

Following Sir Keith Mills' pivotal role in bringing the Olympics to London in 2012 he will now be stepping back from his day-to-day commitments to act in a Non-Executive capacity as Deputy Chairman of the London Organising Committee of the Olympic Games. As a result, Sir Keith will be devoting more of his time to the growth and development of Loyalty Management Group.

Alex Moorhead is appointed Chief Executive Officer of Loyalty Management Group. Mr Moorhead previously held positions within the Group of Chief Financial Officer and Corporate Development Director. Mr Moorhead has worked closely with Sir Keith for over 10 years, initially as part of the start-up management team of Loyalty Management Canada, the company founded by Sir Keith to operate the highly successful Air Miles programme in Canada and more recently as a co-founder of LMUK (operator of Nectar). Alex Moorhead replaces Rob Gierkink who will be returning to the United States to join General Catalyst Partners, a Boston-based venture capital firm, as an Entrepreneur-in-Residence. Mr. Gierkink will remain a shareholder and board member of Loyalty Management Group.

Loyalty Management Group is comprised of three operating subsidiaries which reflect its strategy to grow the business in the UK and internationally through the provision of loyalty programmes and data related services. The head of each operating subsidiary will report to Mr Moorhead as follows:

Brian Sinclair will head up LMUK, owner and operator of the successful Nectar loyalty programme. Mr Sinclair previously held the posts of Client Services Director and Sponsor Development Director of LMUK. Mr Sinclair also worked with Sir Keith and Mr Moorhead managing the growth of the Air Miles business in Canada.

Loyalty Management Services (LMS), a company recently established to manage LMUK's data services and to grow a new revenue stream for the Group in the data outsourcing market, will be headed by Simon Hawkes. Mr Hawkes previously held the position of chief Operating Officer of LMUK.

Steve Lobb has been appointed as Managing Director for Loyalty Management International (LMI). LMI continues to build on the management team's impressive track record of success in developing large coalition loyalty programmes in new geographic markets. Mr Lobb previously held the position of New Business Initiatives Director at LMUK.

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