



NECTAR PUTS POINTS IN STORAGE FOR WINTER

- The UK's leading loyalty card announces new points saving scheme -

18 January 2007: Nectar has launched a brand new **Saver Club** scheme for its collectors. The new scheme will give Nectar Cardholders the chance to save their points throughout the year and enjoy bigger rewards at Christmas – as they reap the benefits of their savings.

Nectar Cardholders who register for the savings scheme by March 31st 2007 will be able to 'lock away' their points and store them until December 2007 - ready for Christmas. The scheme works like a savings account, allowing collectors to save up their points and benefit from a range of special offers exclusive to the **Nectar Saver Club**.

Members of the **Nectar Saver Club** will also be entered into a prize draw to win 100,000 points. Other benefits of the Saver Club include extra bonus points offerings from Nectar partners, double points on all eStores purchases (Nectar's online shopping portal) as well as special offers from Reward partners throughout the year.

John Sheekey, Marketing Director at Nectar, says: "With the new **Nectar Saver Club** scheme, members will be able to ensure they save their points throughout the year allowing the whole family to benefit from great value rewards at Christmas."

The average household using a Nectar Card earns around 18,000 points a year, which can be stored throughout the year and then redeemed for a range of rewards including sensational gifts for all the family, from Spa days to flying lessons, or delicious Christmas fayre from Sainsbury's.



Cardholders will still be able to continue collecting points on their everyday spending as normal, and Nectar will ensure that the points earned are stored safely until December. To find out more about **Nectar's Savers Club** simply log on to www.nectar.com.

ENDS

**For further information please call Folu Babatola or Matt Stokoe
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Notes to Editors:

- It's easy to collect Nectar points when shopping for groceries, clothes and home furnishings, paying household bills, buying petrol and even eating out. Retailers and service companies involved in Nectar nationwide include Sainsbury's, Debenhams, BP, adams kids, Ford, EDF Energy, Hertz, Magnet, Thomson, Brewers Fayre, Beefeater, American Express, Talk Talk, Dollond & Aitchison, the AA and Thomson Directories
- In October 2005, LMUK launched Nectar eStores, a shopping portal offering Nectar points for purchases from over 80 online retailers including Amazon, eBay, Dell and CD WOW. To earn Nectar Points through Nectar eStores log onto www.nectar.com
- To find out more about Nectar or to apply for a card, log onto: www.nectar.com



Reaping Rewards

- Nectar has given back over £750 million worth of rewards to cardholders in the UK since launch, giving people the satisfaction of collecting points whilst doing their regular shopping.
- With just **500 points**, collectors can have a free night of entertainment with a great DVD from Blockbuster or money off at Sainsbury's, Argos, Debenhams or Adams.