



PRESS RELEASE

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LMG scoops up award at inaugural TFM Awards

Loyalty Management Group (LMG), the company behind the UK's Nectar programme, was announced the overall winner for the Best Use of Data in a B2C Marketing Campaign at the inaugural Technology for Marketing (TFM) Awards, at the Grosvenor House Hotel London on Tuesday 6 February 2007.

The award recognises the best use of data across an integrated marketing campaign. Matthew Jennings and Tina Dannyame accepted the award on behalf of the LMG project team for The Home Movers' Kit, a direct mail campaign targeted at Nectar collectors who have recently moved house. The kit combines a personalised letter, a map showing the precise location of the new house and nearby Nectar partners, and targeted coupons generated by an integrated combination of LMG's in-house loyalty engine and a commercial GIS solution. The Home Movers' Kit is the first coalition DM piece of its kind and has achieved over 20 percent response rates demonstrating its relevance to collectors. Since its inception in April 2006 the results have been outstanding and surpassed all expectations.

Brian Sinclair, Managing Director of Nectar, said: "Winning this award recognises the team's innovation, hard work and commitment. The Home Movers' Kit has been a huge success, retaining and re-energising Nectar collectors who have moved house, and driving new acquisitions for Nectar partners."

In the judges' opinion LMG was "the decisive winner in this category" owing to its "practical application of data analysis to successfully address a specific and common aspect of customer loyalty and retention". In a statement summarising their decisions, the judges added: "The Home Movers' Kit is an excellent example of a highly automated business process that is activated by a sophisticated analytical software system that comprises a blend of (internal) customer data and (external) GIS data. It is this practical integration of the analytical and operational processes in the business that sets this entry apart."

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Notes to Editors

About LMG

Loyalty Management Group (LMG) is a privately held company focused on the development and management of customer loyalty programmes and developing leading customer relationship strategies with a diverse group of client companies by providing data and data related products and services.

The Loyalty Management Group has over 18 years international experience focusing entirely on loyalty solutions. Its team, headed by Sir Keith Mills (the architect of the successful London 2012 Olympic bid), has been responsible for the launch and ownership of some of the world's most long-running and successful loyalty programmes from the original Air Miles programme to Nectar.

About The TFM Awards

The Technology for Marketing Awards has been created to recognise specifically the outstanding results and success achieved by many end users in their application of marketing-related and CRM technology and interactive online advertising solutions within their marketing, customer service and sales campaigns.

Due to the highly successful nature of the TFM show in recent years the show organisers have responded to industry demand by enhancing and expanding the show to incorporate the inaugural TFM Awards event.

For further information and or visuals, please contact:

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