

## Sodexo and Mike Burton partnership appointed for Rugby World Cup 2015 and 2019

**Issy-les-Moulineaux, August 24, 2010** - Rugby Travel & Hospitality Limited (RTH), a joint venture between Sodexo UK & Ireland and the Mike Burton Group, has been awarded the contract to exclusively create, implement and market the official travel and hospitality programs for Rugby World Cup 2015 in England and Rugby World Cup 2019 in Japan. RTH also will provide foodservices for both events.

The agreement extends the highly successful partnership between the world's third largest sporting event and RTH, following its management of the official travel and hospitality programs for Rugby World Cup 2007 in France which set new record for sales. RTH is also managing the delivery of the official programmes for Rugby World Cup 2011 in New Zealand and with just over a year to go sales are ahead of target.

*"We are delighted to continue this collaboration with RWCL," said Sodexo CEO Michel Landel. "Through their talent and dedication, the teams of Sodexo Prestige in UK & Ireland have established a relationship of confidence with this prestigious client. In choosing RTH for the next two tournaments, RWCL has confirmed the long-term nature of a relationship that has been built on teamwork, rigorous execution and the high quality of our service offer."*

*Bernard Lapasset, Rugby World Cup Limited Chairman, said: "We are delighted to be extending our partnership with RTH through Rugby World Cup 2019 in Japan. The company has vast operational experience, a highly professional and innovative approach and is globally renowned for delivering exceptional travel and hospitality programs. The commercial ticketing programme has been one of the major success stories for Rugby World Cup, enhancing the tournament experience for hundreds of thousands of Rugby fans from all around the world"*

Since 1988, Sodexo has been recognized as a leader in delivering high quality services to major sporting events, including the Summer Olympics (Sydney, Barcelona and London 2012), Winter Olympics (Calgary, Albertville, Lillehammer, and Vancouver), World Youth Day (Paris, Rome, and Cologne), numerous world championships (track and field, cycling, etc.), the Roland Garros tennis tournament and the Tour de France.

### About Sodexo

#### **Sodexo, world leader in Quality of Daily Life Solutions**

Quality of Life plays an important role in the progress of individuals and the performance of organizations. Based on this conviction, Sodexo acts as the strategic partner for companies and institutions that place a premium on performance and employee well-being, as it has since Pierre Bellon founded the company in 1966. Sharing the same passion for service, Sodexo's 380,000 employees in 80 countries design, manage and deliver an unrivaled array of On-site Service Solutions and Motivation Solutions. Sodexo has created a new form of service business that contributes to the fulfillment of its employees and the economic, social and environmental development of the communities, regions and countries in which it operates.

**Group Key Figures** (as of August 31, 2009)

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**14.7 billion** euro consolidated revenue  
**380,000** employees  
**22<sup>nd</sup>** largest employer worldwide  
**80** countries  
**33,900** sites  
**50 million** consumers served daily  
**7 billion** euro market capitalization (as of August 24, 2010)

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