

**SHARE BUY-BACK PROGRAM
SUBMITTED FOR APPROVAL AT THE COMBINED GENERAL MEETING
ON 15 JANUARY 2009**

Paris, 2 December 2008 – ADLPartner is today announcing that it is convening a combined general meeting for the company at 10:30 am on 15 January 2009, to be held at 3, rue Henri Rol Tanguy in Montreuil (93100).

The agenda proposed by the management board is as follows:

1. Authorization of a share buy-back program
2. Authorization for the management board to cancel shares acquired in connection with a share buy-back program
3. Powers to be given for formalities

The documents and information concerning this general meeting will be made available to shareholders under the regulatory conditions in force and/or put on the company's internet site at www.adlpartner.com ("Shareholding", "Share buy-back").

The principal purpose of this meeting is to renew and extend the objectives for the current buy-back program, approved at the general meeting on 13 June this year. The new share buy-back program would concern up to 4.7% of the company's capital. In terms of the new objectives proposed, the company would more specifically have the option to cancel the shares acquired in connection with the program. For further details, ADLPartner invites readers to refer to the description of the buy-back program published this day.

The implementation of this new buy-back program is subject to approval by the company's shareholders at the abovementioned combined general meeting.

Information on the company

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, etc.). Capitalizing on its experience on magazine press and enhancing its wide range of offers, aimed at managing, reactivating or ensuring the loyalty of its customers, ADLPartner has established itself as the European number one for loyalty marketing with press subscriptions.

ADLPartner is listed on Euronext Paris – Compartment C - (Codes: FR0000062978 – ALP)

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