

**ADLPartner :
END OF THE TEST PHASE AND OF OPERATIONS IN BRAZIL**

Paris, 17 december 2008 – ADLPartner announces the end of the commercial investments and operations of its Brazilian subsidiary, ADL Servicos de Fidelização.

At the conclusion of its test phase, ADLPartner has actually noted that the conditions of the development of its Brazilian subsidiary were not met. Therefore, ADLPartner has decided to stop its activities in Brazil.

This decision is in keeping with the Group's overall strategy which lays the stress on the most buoyant markets.

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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