

**ADLPartner:
IMPLEMENTATION OF THE NEW BUYBACK PROGRAM**

Paris, 15 January 2009 – ADLPartner is announcing that the company's combined shareholders general meeting has today approved all of the resolutions proposed by the Management Board (Directoire), including the authorization of a share buyback program and the authorization for the Management Board to cancel shares acquired in connection with a buyback program.

ADLPartner's Management Board, immediately after this combined shareholders general meeting, decided to implement this new buyback program, which may concern up to 4.7% of the company's share capital and is valid until 14 July 2010.

The description of the buyback program is available on the company's internet site at www.adlpartner.com under the "Shareholding / Share buyback" section.

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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