

ADLPartner: €59.1 MILLION IN NET SALES FOR THE FIRST HALF OF 2010

Paris, 29 July 2010 – ADLPartner recorded 3.2% growth in its gross sales volume¹ over the first half of 2010, up to €142.2 million, with €59.1 million in net sales², stable in relation to the first half of 2009.

Change in business for each quarter

	H1 2010	H1 2009 restated ³	Change
Gross sales volume (€ million)	142.2	137.8	+3.2%
1st quarter	76.5	74.3	2.9%
2nd quarter	65.7	63.5	+3.6%
Net sales (€ million)	59.1	59.5	-0.7%
1st quarter	32.8	32.6	0.5%
2nd quarter	26.4	26.9	-2.0%

During the second quarter of 2010, the gross sales volume climbed 3.6% compared with the same period of the previous year, with net sales coming in at €26.4 million, 2.0% lower than the second quarter of 2009.

The active open-ended subscription portfolio grew by 7.1% to 3.12 million units at 30 June 2010, compared with 2.91 million at 30 June 2009.

Geographical Developments

In France, the gross sales volume represented €138.78 million for the first half of 2010, a 3.7% increase, with net sales stable at €57.5 million.

In Spain, net sales are down 4.6% to €1.6 million.

	H1 2010	H1 2009 restated ³	Change
Active subscriptions (units)	3,119,247	2,912,980	+7.1%
France	2,915,457	2,683,279	8.7%
Spain	203,790	229,701	-11.3%
Gross sales volume (€ million)	142.2	137.8	3.2%
France	138.7	133.8	3.7%
Spain	3.5	4.0	-13.0%
Net sales (€ million)	59.1	59.5	-0.7%
France	57.5	57.8	-0.5%
Spain	1.6	1.7	-4.6%

Change in the product mix

In a less buoyant economic environment, ADLPartner has made a trade-off between its product lines in favor of open-ended subscriptions.

The open-ended subscription range is continuing to be deployed across all the distribution channels, with the gross sales volume up 8.8% to €95.2 million and net sales rising 9.3% to €30.6 million.

For fixed-term subscriptions, the gross sales volume is down 7.1% to €27.8 million, while net sales came to €13.0 million, representing a reduction of 10.6%.

On the books, merchandise, audio and video, net sales contracted by 9.7% over the half-year period.

	H1 2010	H1 2009 restated ³	Change
Gross sales volume (€ million)	142.2	137.8	3.2%
Open-ended subscriptions	95.2	87.5	8.8%
Fixed-term subscriptions	27.8	29.9	-7.1%
Books, merchandise, audio and video	17.4	18.6	-6.5%
Other	1.9	1.8	3.7%
Net sales (€ million)	59.1	59.5	-0.7%
Open-ended subscriptions	30.6	28.0	9.3%
Fixed-term subscriptions	13.0	14.5	-10.6%
Books, merchandise, audio and video	14.0	15.5	-9.7%
Other	1.6	1.5	+3.6%

Outlook

The global economic context remains uncertain, with limited visibility. Looking beyond the short-term outlook, ADLPartner is moving forward with its development based on structurally sound fundamentals.

NEXT DATE: 2010 HALF-YEAR EARNINGS ON 31 AUGUST 2010

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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¹ Gross sales volume represents the value of subscriptions and other products sold.

² Net sales (determined in line with the French professional status for subscription sales) only include the amount of compensation paid by magazine publishers; for subscription sales, net sales therefore correspond to a gross margin, deducting the cost of magazines sold from the amount of sales recorded.

³ As announced previously, the German subsidiary and OFUP's network business have been classed as discontinued operations or operations currently being sold off. The figures at 30 June 2010 are therefore compared against restated figures for the same period in 2009.