

ADLPartner REPORT ON THE ORDINARY GENERAL MEETING DIVIDEND: €1.20 PER SHARE

Paris, 17 June 2011 (6:15pm) - ADLPartner's Ordinary Annual General Meeting, chaired by Philippe Vigneron, Chairman of the Supervisory Board, in the presence of the Management Board members, was held on Friday 17 June 2011.

At the Meeting, Jean-Marie Vigneron, Chairman of the Management Board, highlighted the growth in net income over 2010, with a high level of business maintained, as well as the sound fundamentals, reflecting the effective management of the developments carried out. The restructuring of the shareholding in 2010, following the Vigneron family's acquisition of Publishers Clearing House's interest, has contributed towards further strengthening the Group's strategic stability.

ADLPartner's shareholders adopted all the resolutions which achieved the necessary quorum, including:

- The approval of the corporate and consolidated financial statements for the year ended 31 December 2010.
- The payment of a dividend of €1.20 per share. It will be paid out on 24 June based on the positions at close of trading on 23 June. The ex-date for this dividend has been set for 21 June 2011, after close of trading.
- The reappointment of Mrs. Robin Smith, Mrs. Claire Vigneron-Brunel, Mrs. Isabelle Vigneron-Laurioz, Mr. Philippe Vigneron, Mr. Michel Gauthier, Mr. Xavier Bouton, Mr. Thierry Lovenbach, Mr. Roland Massenet and Mr. Dinesh Katiyar as Supervisory Board members.
- The renewal of the share buyback program.

The voting results will be put online on the ADLPartner site (www.adlpartner.com)

During the Supervisory Board meeting following the General Meeting, the decision was made to renew the terms of office of Mr. Philippe Vigneron as Chairman, Mrs. Robin Smith as Vice-Chairman and Mr. Michel Gauthier as Honorary Vice-Chairman of the Supervisory Board. It also confirmed the positions of Mr. Jean-Marie Vigneron as a member and Chairman of the Management Board and Mr. Olivier Riès as a Management Board member and General Manager.

NEXT DATE: FIRST-HALF NET SALES ON 28 JULY 2011

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 a European leader for loyalty marketing with press subscriptions.

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

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