

ADLPartner further strengthens its digital marketing expertise to support and accelerate its online development

Paris, January 17th, 2012 (5:45pm) – ADLPartner has just sealed strategic business combinations with two young players from the new digital marketing generation. Developing innovative solutions on specific markets, the two companies will further enhance ADLPartner's expertise as it steps up its online development, moving forward with its strategy to generate value through its know-how.

These developments are reflected in the acquisition of "Les Choses Vertes", the company which publishes the www.marcelgreen.com site, a leading online magazine for green consumers that takes a fresh look at sustainable consumption, with a concept store focused exclusively on ecodesign.

Furthermore, a minority interest has been acquired in the San Francisco (CA) based start-up Splurgy, specialized in social media marketing. The acquisition of this stake should enable ADLPartner to leverage Splurgy's expertise to create additional opportunities on new media.

The vertical integration of marcelgreen.com and the entry into Splurgy's capital will enable the business to become even more diversified, while helping to accelerate the development of new marketing techniques for online channels. These operations will also open up new areas for bespoke editorial content creation (brand content) and the management of online communities on social networks (community management).

Paving the way for further improvements in the marketing mix, these partnerships are in line with the global strategy to develop ADLPartner's know-how. They will contribute towards increasing the Group's long-term potential for growth by enabling the systematic deployment of know-how and creating new opportunities.

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.

Contacts

ADLPartner

Investor Relations & Financial Information
relations.investisseurs@adlpartner.fr
tel: +33 1 41 58 72 03

Calyptus

Cyril Combe
cyril.combe@calyptus.net
tel: +33 1 53 65 68 68

ADLPartner is listed on NYSE-Euronext Paris – Compartment C
ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA
www.adlpartner.com