



PRESS RELEASE

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Nectar's App hits the Android Market

After a hugely successful launch on the Apple App Store™ last year, the Nectar App is now available on the Android Market. Available for Android devices, the app gives shoppers access to exclusive, personalised offers as well as the ability to collect Nectar points quicker than ever before.

Collectors simply opt in through the app to offers from their favourite Nectar partners including Sainsbury's, Homebase and BP as well as online retailers including Debenhams.com, Play.com and Game.co.uk.

Features of the Android App include:

- Exclusive and personalised Nectar points offers relevant to the individual collector
- Ability to collect points at over 75 online retailers with new bonus offers each week
- A store and reward locator to pinpoint the nearest location to collect and spend points
- Instant access to check Nectar points balances on-the-go

Jan-Pieter Lips, Nectar Managing Director, said: "The launch of our new app for Android devices means that even more shoppers now have access to all the fantastic Nectar offers available. This means that shoppers can literally collect points wherever they are."

The Nectar Apps are available for free from the [Android Market](#) and the [Apple App Store](#)™. To find out more please visit www.nectar.com/app

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Notes to editors:

About Nectar

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

More than 50 per cent of UK households collect Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even getting their car serviced. Collectors also earn Nectar points every time they shop online via nectar.com at over 500 leading online retailers.

Since Nectar's launch in 2002, over £1.5 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

For more information about Nectar, please visit: www.nectar.com