



26<sup>th</sup> July 2011

## **NECTAR ANNOUNCES BIGGEST EVER TRIPLE POINTS WEEKEND**

- 29<sup>th</sup>-1<sup>st</sup> August\* Nectar points extravaganza -

Nectar, the UK's leading loyalty programme, has announced it will be running its biggest ever triple points event. For one weekend only, between 29<sup>th</sup> and 1<sup>st</sup> August\*, Nectar cardholders will be able to collect triple points when they shop at BP, Homebase, Expedia, Ford and Hertz.

Nectar, which has recently passed the 18 million cardholders mark, is expecting the triple points weekend to be one of its biggest swiping occasions ever. Whether decorating the house, filling up on petrol, booking a holiday or getting your car serviced, the last weekend of July is set to boost Nectar points balances for any cardholders making key purchases over this weekend.

The triple points weekend will be supported by a 10 second TV ad and 30 second radio ad running from the 28<sup>th</sup> until the 31<sup>st</sup> July.

James Frost, Nectar Marketing Director says; "With over 18 million Nectar collectors, the last weekend of July will be a rewarding time for millions of people.

"With more Nectar partners than ever before taking part in the triple points weekend, we're confident that there'll be a chance for all our card holders to boost their Nectar balance, making it easier for them to treat themselves sooner!"

Cardholders will be able to collect six points per pound spent instead of the usual two points per pound when they shop at Homebase, Hertz, Ford and in store at BP, together with 3 points per litre of fuel at BP instead of the usual 1 point per litre. When booking at Expedia cardholders can collect 600 points instead of the usual 200.

As well as in-store, Nectar collectors can also benefit from triple points being offered online via Nectar's eShops. Retailers include eBay.co.uk, Dixons.co.uk and Houseoffraser.co.uk.

For more information about Nectar or to join the scheme visit [www.nectar.com](http://www.nectar.com)

- Ends -

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**\*About Nectar Triple Points Weekend**

The following partners will be offering triple points between these dates:

- BP: 29<sup>th</sup> July – 1<sup>st</sup> August
- Homebase (in-store and online): 30<sup>th</sup> July – 31<sup>st</sup> July
- Expedia: 29<sup>th</sup> July – 1<sup>st</sup> August
- Ford: 30<sup>th</sup> July – 31<sup>st</sup> July
- Hertz: 30<sup>th</sup> July – 31<sup>st</sup> August
- eBay.co.uk: 30<sup>th</sup> July – 31<sup>st</sup> July
- Dixons.co.uk: 29<sup>th</sup> July – 31<sup>st</sup> July
- Houseoffraser.co.uk: 30<sup>th</sup> July – 31<sup>st</sup> July
- I Want One of Those: 30<sup>th</sup> July – 31<sup>st</sup> July
- Red Letter Days: 29<sup>th</sup> July – 5<sup>th</sup> August
- theHut.com: 30<sup>th</sup> July – 31<sup>st</sup> July

**About Nectar**

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

Over 18 million collectors earn 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](http://www.nectar.com)

**Partner details**

Homebase – 2 points per £1 spent up to 1,000 points (£500) (6 points per £1 spent up to £500 with promotion)

BP – 1 point per litre, 2 points per £1 spent in a BP shop (3 points per litre or 6 points per £1 spent in a BP shop with promotion)

Expedia – 200 points for a flight, 200 points for a hotel, 200 points for a car booking or 1,000 points when booking a package deal (600 points for a flight, hotel or car booking or 3,000 points when booking a package deal with promotion)

Hertz – 2 points per £1 spent (6 points per £1 spent with promotion)

Ford – 2 points per £1 spent on non-warranty repairs, MOTs and servicing (6 points per £1 spent with promotion)