

1st June 2010

COLLECTOR BENEFITS ARE CLEAR AS NECTAR PARTNERS WITH VISION EXPRESS

Nectar, the UK's leading loyalty programme, is partnering with **one of the UK's biggest optical chains, Vision Express, to offer cardholders a new place to collect.**

Nectar collectors will be able to earn 2 points for every £1 spent at over 330 Vision Express stores, nationwide from July. So, whether buying designer eyewear, prescription glasses, contact lenses or just having a regular eye test, Nectar collectors will be able to earn points on all their eye care needs with Vision Express.

"We are committed to rewarding our customers for their support by giving something extra back," said Brian Linnington, Vision Express' Buying and Marketing Director. "Our customers trust Vision Express to provide the best quality, choice and value. Through our partnership with Nectar, our customers will receive even greater value as they'll be able to collect Nectar points for their purchases."

Jan-Pieter Lips, Nectar's Managing Director says; "At Nectar, we're always looking for ways to improve our offering and we're delighted to give Nectar cardholders the opportunity to collect points with such a trusted brand. Nectar has found an ideal new partner in Vision Express, which has a reputation for great service, quality products and a wealth of expertise. We know that eye care is important to all our collectors - nearly two thirds of consumers have optical needs, so we're sure this partnership will be a popular addition to the Nectar programme."

So, for all of us with less than perfect eyesight - there's finally something to celebrate! Cardholders can now combine the points that can be collected on eye-wear purchases with the hundreds of other points that they can collect through Nectar - from grocery shopping to buying petrol and paying energy bills. They can then spend their points in all sorts of ways to really treat themselves.

-Ends-

Notes to editors:

Due to its recent merger with Boots Opticians which has its own proprietary loyalty scheme, Dolland & Aitchison has now left the Nectar programme.

About Nectar

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., the 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 eating out. Collectors also earn Nectar points every time they shop online via nectar.com at over 450 leading online retailers.

Since Nectar's launch in 2002, over £1.3 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

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About Vision Express.

Vision Express has more than 300 stores nationwide following the acquisition of Batemans Group in April 2008. It continues to maintain its position as one of the leading and most trusted opticians in the UK.

Since 1998, Vision Express has gone from strength to strength, focusing on customer service, lens innovation, professionalism and quality. Always putting the customer first, Vision Express offers the latest in eye exam technology, so you know you're in safe hands.

A regular eye test is essential for everyone, whether they think they need glasses or not. The eye test can help to detect eye conditions such as glaucoma, dry eye syndrome and age related macular degeneration at an early stage. Early treatment can prevent sight from getting worse.

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Nectar points available from VE stores from 1st July 2010.