



EASYJET JOINS NECTAR LOYALTY PROGRAMME

13 March 2011: Nectar points will be able to be exchanged for easyJet flights, following the creation of a new partnership between the UK's largest loyalty programme and the UK's largest airline. The initiative is backed by Nectar founding partner, Sainsbury's.

The partnership allows Nectar collectors to exchange their Nectar points for any easyJet flights to over 550 destinations in 30 countries with no restrictions or time limits. They can pay for the flight and taxes in full using Nectar points, or use a combination of Nectar points and cash to complete the transaction.

Sainsbury's will be supporting the easyJet addition to Nectar through in-store promotional activity as well as other direct marketing initiatives.

Sainsbury's CEO, Justin King, said:

"Our customers often ask for new ways to spend their Nectar points and flights are one of the most popular requests. easyJet joining Nectar now means that many families will be able to book flights in time for their summer holidays with the points they have collected through simply doing their weekly shop at Sainsbury's."

Nearly a million Nectar collectors have enough points to pay for flights to popular destinations like Malaga, Alicante, Nice or Amsterdam and it is estimated that approximately 300,000 flights per annum will be booked using Nectar points

David Johnston, CEO of Groupe Aeroplan Europe, the company that owns and operates Nectar, said:

"We are delighted to welcome easyJet as a Nectar rewards partner and to be able to offer our collectors the option to use their points to pay for flights. In the current climate this is a great way to be savvy and make your money work harder. "

easyJet CEO, Carolyn McCall, said:

"This partnership with Nectar is an exciting new initiative for easyJet. It offers greater flexibility for our existing customers as well as opening up opportunities to new Nectar customers. Unlike traditional flight point schemes, it will allow

customers to choose to get a discount on any flight, any day across the easyJet network. This partnership is the first commercial initiative for easyJet since the new brand license agreement and demonstrates how, through partnering, we can offer even more to our customers.”

Nectar has over 17 million collectors earning Nectar points at partners including Sainsbury’s, Homebase, BP and most recently, British Gas. In addition, points can be earned at over 500 online partners including Amazon and ebay. Other rewards partners include Vue Cinemas, Argos and Eurostar.

From the 22nd March customers should go to nectar.com for full details on how to book flights using Nectar points.

For more information, please see www.nectar.com.

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Notes to editors:

About easyJet

easyJet operates Europe’s No. 1 air transport network with a leading presence on Europe’s top 100 routes and at Europe’s 50 largest airports. easyJet flies on more than 550 routes between 130 airports in 30 countries. More than 300 million Europeans live within one hour’s drive of an easyJet airport, more than any other airline.

The airline takes sustainability seriously. easyJet invests in the latest technology, operates efficiently and fills most of its seats which means that an easyJet passenger’s carbon footprint is 22% less than a passenger on a traditional airline flying on the same route.

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 for 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

About Sainsbury's

Sainsbury's was a founding partner of Nectar in 2002. Since then customers have redeemed over £1.5 billion of rewards.

Approximately 12 million Sainsbury's customers have Nectar cards showing how popular the loyalty scheme is with Sainsbury's customers.

easyJet is one of a wide range of leisure activities that Sainsbury's customers can spend their nectar points on. Points can also be redeemed at attractions throughout the UK, including Thorpe Park, Alton Towers, Legoland and Madame Tussauds.

Sainsbury's customers earn 2 points per pound. In Sainsbury's Petrol stations customers earn 1 point per litre.

To reduce the use of disposable bags, Sainsbury's rewards customers with one Nectar point for every bag that is re-used in stores. Last year alone this helped customers recycle nearly 150 million bags.

Sainsbury's customers can download the Sainsbury's iPhone App for personalised Nectar offers on the go. Customers will get a handy store locator to help them find their nearest Sainsbury's store, along with exclusive Nectar bonus point offers and access to their Nectar points balance.