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REWARDING RETAIL THERAPY

-NECTAR LAUNCHES FASHION SITE ON NECTAR.COM-

May 23rd 2011: In need of some retail therapy? Want to be rewarded for your efforts? Today Nectar launches its first online fashion site, featuring more than 50 high street favourites, allowing collectors to earn Nectar points as they shop for clothing and accessories from the comfort of their own homes.

Available at www.nectar.com/fashion the online hub, just like your favourite shopping centre, is home to all the latest trends, with the added advantage of rewarding collectors with two Nectar points per £1 spent. To celebrate the launch, Debenhams, House of Fraser, Gap and AllSaints will be offering *double* Nectar points (4 points per £1) on all purchases for six weeks¹. Other bonus point promotions will run throughout the year, helping savvy fashionistas increase their points balance further.

Everything about this exciting new site has been designed to help stylish, savvy women manage their money as well as their wardrobe. A search facility built into the site allows shoppers to search across 500,000 items from a range of retailers, then compare and contrast to find the perfect item for their wardrobe. Just simply type in 'little black dress' to see what the site has to offer.

Shoppers will also be able to store their favourite items in their own online wardrobe until they're ready to buy. There's even regular fashion news updates on the site, enabling style-hungry women to keep their finger firmly on the fashion pulse.

To give collectors immediate access to all their favourite stores as soon as they log in, fashion lovers can add their favourite brands to their own personalised homepage, giving them immediate access to what's hot this season at their favourite stores, while collecting points on items they buy!

¹ Double points run from 27th May for six weeks

James Frost, Marketing Director says; "We're always looking for ways to help our customers boost their Nectar points balance in ways which are relevant to their lifestyles. Women are now shopping online for fashion more than ever before, so we're delighted to be able to launch a service which rewards them for doing so."

James continues "Our plan is to continue to grow the site over the coming months and years to house even more retailers, allowing women to collect Nectar points at even more of their favourite stores".

Nectar points can be redeemed in a variety of ways – from easyJet flights and Vue cinema tickets to Eurostar journeys – there's something for everyone (and every outfit).

For first time users, Nectar has created a quick video tour of the site to get shoppers up to speed on how they can make the most out of the site. The video can be viewed here: www.nectar.com/fashion

For more information, visit: www.nectar.com/fashion **or further information contact:**

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Notes to editors

Retailers from launch:

AllSaints	GAP	New Look	Thomas Pink
Boden	Great Plains	Next	Tightsplease
Debenhams	House of Fraser	Office Shoes	Ugg Boots
Dorothy Perkins	Jacques Vert	Phase Eight	Urban Outfitters
Ebay	Javari	Precis Petite	USC
Evans	Kurt Geiger	Republic	Wallis
Figleaves	La Senza	Schuh	Warehouse
French Connection	Laura Ashley	Ted Baker	

About Nectar

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

17.5 million collectors earn 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.