



Nectar Cardholders Can Now Collect Points Searching Online with Yahoo!

London, 5th July 2010 – Nectar is extending its online offering thanks to a partnership with Yahoo!, the internet services giant. The Nectar Yahoo! toolbar is the first of its kind in the UK and allows cardholders to earn Nectar points for their everyday online searches.

Collectors can download the Nectar Yahoo! toolbar from nectar.com and earn up to 50 Nectar points a month - one Nectar point for every two searches made. As well as earning points on searches the toolbar will also notify collectors of the shopping sites where they can earn points. A Nectar logo will appear next to any retailers in the Yahoo! search results that currently offer Nectar points.

Roger Sniezek, Operations and Digital Director at Nectar comments: "We're delighted to announce our new partnership with Yahoo!. This innovative toolbar gives our collectors an easy and quick way to collect Nectar points whilst searching online. By building on our online offering, Nectar cardholders can collect points when simply surfing the net and be reminded where else they can pick up points at over 450 online retailers, ensuring they are rewarded for their time spent online."

The new Nectar Yahoo! toolbar will be promoted via Nectar's full range of marketing channels launching with an initial email to the full database in July.

To find out more about how to collect Nectar points with Yahoo and to download the Nectar toolbar, visit: www.nectar.com/toolbar

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Notes to Editors:

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 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 £1.5 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

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