

## **ADELYA turns mobile phones into loyalty cards with Loyalty Avenue, an NFC loyalty and deal wallet for cityzi users**

A new mobile NFC application designed by ADELYA, Loyalty Avenue enables cityzi phone users to manage their loyalty cards from their mobile phone and benefit from attractive deals at their local shops.

Loyalty Avenue is a new cityzi service available to all cityzi phone users in Nice and could be launched soon in other French cities.

**Toulouse, France, April 7<sup>th</sup> 2011 – ADELYA**, a leading software company specialized in contactless and mobile loyalty and marketing services, announced today the launch of Loyalty Avenue, a mobile loyalty and deal wallet dematerializing loyalty cards. Available in Nice, the first contactless city in France, Loyalty Avenue is on the cityzi portal developed by French mobile operators Orange, Bouygues, SFR and NRJ Mobile.



### **Cityzi phones and contactless cities in France**

In partnerships with mobile operators in France, ADELYA has developed Loyalty Avenue, a mobile loyalty and deal wallet enabling cityzi phone users to manage their loyalty and deal programs from their mobile phone. A natural complement to the Loyalty Operator platform designed by ADELYA, Loyalty Avenue is exclusive to retailers and independent shops using Loyalty Operator.

*“Dematerialized loyalty programs inside mobile phones are a strong expectation from Orange customers. We are delighted with the availability of this new service. Orange is eager to see fast deployment of cityzi services. ADELYA offers a complete offering to retailers and local stores—customer loyalty programs together with required services and tools for points of sale. We know that this is critical to retailers’ and local stores’ willingness to adopt cityzi services. ADELYA is a really important partner for the development of cityzi services to the local shop community,”* said Didier Durand, Director of Mobile Contactless Services at Orange.



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### **Loyalty Avenue makes loyalty simple**

With Loyalty Avenue on cityzi NFC phones, keeping track of loyalty points, learning about new loyalty programs and obtaining benefits, coupons, discounts and services from participating retailers and telling friends about great offers is easy.

#### **Benefits for consumers**

- Mobile and web wallet of loyalty cards and deals
- Cut the hassle of multiple cards in your wallet
- Fast and ultra-simple
- Loyalty multcards
- View details of all loyalty accounts on line
- Manage loyalty points and gifts
- Tell friends about great offers via social networks
- Public and private promotions
- Discover new brands and partner offers

*“Our vision has always been centered around NFC and mobile loyalty and we are delighted to be part of the mobile NFC take-off in main French cities,”* adds Jean-François Novak, ADELYA’s CEO. *“With Loyalty Avenue, we offer local stores and retailers the opportunity to be inside the cityzi portfolio of services for mobile phone users, offered by mobile operators. Our customers will be among the first to introduce a new daily service: a mobile loyalty card. Aligned with our strategy, Loyalty Avenue always gives independent shops more power and competitiveness.”*

#### **Seamless integration with the Loyalty Operator SaaS platform**

The Loyalty Avenue mobile loyalty wallet interacts seamlessly with ADELYA’s Loyalty Operator platform. As well as innovating with mobile loyalty features, each retailer and local shop can leverage the loyalty platform’s functionality to interact in real time with individual consumers, making each shopping experience valuable. Loyalty Avenue offers a new communication channel to publish deals, private sales or any other retail information.

#### **About ADELYA**

Founded in 2005, ADELYA provides retailers with a web-based Loyalty Platform empowered with NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create a new type of customer relation with more interactivity, more freedom and more impact. Customer interactivity is now possible with the use of advanced technologies such as Web 2.0, mobile phones and NFC-enabled identification, all embedded in ADELYA’s Loyalty Operator platform.



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ADELYA's software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, couponing, gift cards, marketing campaigns, promotions, analysis and reporting. The platform guarantees great interactivity at the point of sale using the customer's preferred communication channel, be it text, email, mail, mobile phone or social network.

Over 1,000 points of sale are already using ADELYA's Loyalty Operator platform every day to push their relationship programs and offer personalized loyalty. These include Aéroports de Lyon, bars&co, Body One, Carlson Wagon Lit, Marco Serussi, Optical Discount, Tape à l'œil and others. Visit [www.adelya.com](http://www.adelya.com).

### **Media Relations**

Cécile Morel – ADELYA - +33 562 249 304 – [cecile.morel@adelya.com](mailto:cecile.morel@adelya.com)