



## **ADELYA signs reselling agreement with Proximedia for Benelux countries**

Through this new alliance, Proximedia, a leading web agency in the Benelux countries, will distribute ADELYA mobile and web loyalty solutions—a decisive move into the SoLoMo era for the Belgian company.

**Toulouse, Brussels, 10 April 2012**, ADELYA, a software company specializing in NFC loyalty and customer engagement solutions, announced today a reselling agreement with Proximedia, a leading web agency in Benelux. By June 2012, Proximedia will offer independent retailers in Benelux ADELYA's mobile and web loyalty solutions, offering consumers a true SoLoMo (Social, Local, Mobile) experience.

*"We are eager to provide our retail customers a complete solution, from the website to loyalty card and coupons, offering all the ingredients for commercial success. We conducted an in-depth market analysis worldwide and ADELYA rated highest: best for innovation and best for ease of use,"* said **Proximedia CEO Fabrice Wuyts**.

*A dedicated sales team will promote the solutions in all regions with large independent retailers.*

*"Specializing in loyalty solutions for retailers, we selected a reselling partner well referenced in the retail community. Proximedia was the right choice with over 20,000 retail customers in their portfolio. This partnership is a great opportunity for fast market penetration in the Benelux countries,"* noted **Jean-François Novak, ADELYA's CEO** *"This alliance is a good illustration of our international business development strategy underpinned by an indirect sales channel of leaders in retail."*

### **About ADELYA**

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue web and mobile apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

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