

Press- Release

Zielpunkt is now a Cashback Card Loyalty Partner

The leading supermarket chain strengthens its cooperation with Lyoness.

Zielpunkt, the local discount supermarket, offers a balanced range of brand articles and store brands at affordable prices to more than 70 million customers annually in about 300 stores. Through the cooperation with the delicatessen specialist Schirnhofer, Zielpunkt customers can choose from a diverse assortment of meats and sausages. Products from store brands such as the organic line „natürlich für uns“ and „Jeden Tag“ are also particularly popular.

The existing cooperation will be even more attractive with the conversion to the Cashback Card. Since the 2nd of November 2011, Lyoness Members can present their Cashback Cards at a Zielpunkt check out and obtain money back with every purchase. This additional benefit is unique in the retail sector. Cashback is available in every Zielpunkt store. Currently, all senior citizens receive a 10% discount on every product every Wednesday. Cashback is also available on these days, providing Zielpunkt customers and Lyoness Members with the same double opportunity to save money.

About Lyoness:

The international and sector spanning shopping community has currently 27 subsidiaries in Europe and is also active in the US and Canada, United Arab Emirates, South America and South Africa. More than 1.9 million Members can profit at 20,000 Loyalty Partners worldwide and obtain the Lyoness Benefits. Additional information about Lyoness is available at www.lyoness.net

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