

Press Information

Lyoneess helps secure the future of the RTL Children's Homes with 500,000 Euros

Lyoneess CEO Hubert Freidl presented a 500,000 euros donation to Birgit Schrowange und Wolfram Kons (both RTL) live during the TV show „RTL Fund Raising Marathon – The help of the Stars“. This year, Lyoneess is for the first time a project partner of the RTL Fund Raising Marathon. The RTL Children's Homes are located in Berlin, Leipzig, Stuttgart, Munich and Cologne and have Birgit Schrowange as celebrity project sponsor.

Graz/ Cologne, November 18th 2011. Several celebrities participated as project sponsors and supporters of the RTL live TV show „RTL Fund Raising Marathon – The Help of the Stars“ on November 17th 2011 in Cologne: Lyoneess CEO Hubert Freidl presented a check in the amount of 500,000 euros on behalf of the worldwide Lyoneess shopping community. Birgit Schrowange, a long term RTL Children's Homes project sponsor and Wolfram Kons, moderator and general director of the Foundation RTL/ RTL Charity received the donation.

Lyoneess CEO Hubert Freidl: „With this donation, Lyoneess contributes to securing the future of the RTL Children's Homes. These facilities have been gaining importance during these difficult economic times – children, youths and their families are afflicted with poverty in the midst of our society. Thus, companies such as Lyoneess strengthen their social responsibility and implement concrete aid projects“.

Lyoneess „Child & Family Foundation“ implements projects worldwide

For Lyoneess, the commitment to the RTL Children's Home cause is a key component of the company's Corporate Social Responsibility (CSR) strategy, which is implemented by Lyoneess' own foundation, the "Child & Family Foundation". So far, 30 national and international projects have been implemented and about 4,400 children and families have received help. Lyoneess relies on its 1.9 million Members to help finance the Foundation with their own purchases. A percentage of all purchases made through Lyoneess goes automatically to the Foundation, in addition to the donations and grants of the Lyoneess Group.

More details at www.lyoneessfoundation.org

About Lyonesse

Lyonesse is an international and sector spanning shopping community as well as a Loyalty Program for the retail sector. The company is active in 26 European countries, in the US, 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 Lyonesse Benefits. Additional information is available at www.lyonesse.net

“RTL – Wir helfen Kindern e. V.”: More than 90 Million Euros for Children in Need

The “RTL – Wir helfen Kindern e. V.” has raised over 90 million euros over the last 15 years for children in need in Germany and around the world. All donations are managed and distributed by the „RTL – Wir helfen Kindern e.V.“ charitable organization. This organization also makes sure that the funds are used for the agreed purposes. Additionally, RTL pays for all administrative, personnel and production costs. Therefore, every cent raised will be donated to the selected children’s aid projects.

This has been the purpose of the “RTL – Wir helfen Kindern e. V.” and the RTL Fund Raising Marathon for the last 15 years. This year, the event took place on the 17th/18th of November and more than one hundred children’s aid projects will be sponsored. Tens of thousands of children in Germany and around the world will receive long-term help. Every year, the charity is audited by the German Central Institute for Social Issues (DZI) and receives the coveted DZI Fund Raising Seal (DZI-Spendensiegel). More details at www.spendenmarathon.de

Press Photo:

Caption: Lyonesse CEO Hubert Freidl (right) presents the donation check to Birgit Schrowange and Wolfram Kons. **Credit: RTL/Hempel.**

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