

Press Information

Lyoness supports the RTL Fund Raising Marathon 2011

Lyoness is for the first time a project partner of the RTL Fund Raising Marathon. Lyoness CEO Hubert Freidl will present the partnership live on RTL on the 17th of November. Specifically, Lyoness will be supporting the RTL Children's Homes in Berlin, Leipzig, Stuttgart, Munich and Cologne. The moderator Birgit Schrowange is the celebrity sponsor of the Children's Homes project. Lyoness highlights its deep commitment to CSR through its cooperation with the charity „RTL – Wir helfen Kindern e. V.“.

Graz/ Cologne, 16th of November 2011. For Lyoness CEO Hubert Freidl it is only natural that Lyoness accepts corporate social responsibility. "The RTL Fund Raising Marathon idea convinced Lyoness. Lyoness and its 1.9 million Members concretely support the RTL Children's Homes in Berlin, Leipzig, Stuttgart, Munich and Cologne and secure their future", emphasizes Freidl. The RTL moderator Birgit Schrowange is a project sponsor and promotes the RTL Children's Homes since 2008, which are operated by Caritas. Freidl and Schrowange will present the RTL Children's Homes project live during the TV show „RTL Fund Raising Marathon – The Help of the Starts“ on RTL (November 17th, 23:15 – 00:00). Presenter Wolfram Kons will welcome the celebrity project sponsors in the studio, where many VIP guests will receive donations from the viewers in the call center.

1.9 Million Lyoness Members Support the Child & Family Foundation

The support of the RTL Children's Homes is one of many social projects. "At Lyoness, Corporate Social Responsibility (CSR), as the voluntary act of undertaking social responsibility, is deeply rooted in the company's philosophy, say Freidl.

Lyoness founded the "Child & Family Foundation" in 2008 in order to be able to provide independent and prompt help. The purpose and mission of this independent charitable organization is to enable the education and training of those who do not have access to such opportunities.

So far, 30 national and international projects have been implemented and about 4,400 children and families have received help. Lyoness also relies on its 1.9 million Members to help finance the Foundation with their own purchases. A percentage of all purchases made with Lyoness goes automatically to the Foundation, in addition to the donations and grants of the Lyoness Group. For more details about the work and projects of the Child & Family Foundation go to www.lyonessfoundation.org.

About Lyoness:

Lyoness 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 Lyoness Benefits. Additional information is available at www.lyoness.net

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

The “RTL – Wir helfen Kindern e. V.” project 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 will take 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

Contact:

Silvia Weihs
(Head of Public Relations)

Lyoneess Management GmbH
Kaerntner Straße 9, 8020 Graz, Austria
e-mail: silvia.weihs@lyoneess.ag
phone: +43 (316) 7077 680
mobile: +43 (0) 664 855 5241