



## Press release

[www.jeuxdeschequescadeaux.com](http://www.jeuxdeschequescadeaux.com)

### THE new address for ordering gift tokens online for use in 30,000 stores in France

Paris, 13 November 2006. Accentiv', a subsidiary of Accor Services and the issuer of Ticket Compliments gift tokens for companies, announced the opening of a website for online sales to the general public: [www.jeuxdeschequescadeaux.com](http://www.jeuxdeschequescadeaux.com)

Here you can buy the multi-label Ticket Compliments gift tokens in four clicks.

Clothing, shoes, perfumes, house, decoration, leisure articles, etc., are all there with over **300 major labels representing 30,000 stores** in France, who accept Ticket Compliments.

The consumer benefits from the guarantee of a recognized issuer, a product that is already very popular in the corporate world, plus a very wide acceptance network accepting the gift tokens (list available on the site).



#### Ordering is really simple, visitors just indicate:

- The amount of gift tokens they want to order (units of €10 and €15).
- The type of envelope they want to give (classic, fun, Christmas, etc.)
- The delivery address or that of another person with the option of sending a personal message with the envelope.

Afterwards, just proceed to the online payment by credit card (secure payment). The gift tokens are sent to the beneficiary by secure means against signature.

#### Gift tokens: a Christmas gift idea used by 30% of French people

As long as it can be used with a wide choice of labels, the gift token is a 'reassuring' product for both giver and recipient. It helps avoid the "wrong choice" and guarantees pleasure when offering and receiving. It also looks good since it carries the image of the various brands involved. It is estimated that every year **30 million** consumers use gift tokens, mainly at Christmas.(1). According to a study on Christmas gift buying by Deloitte & Associés in 2004, the gift token is among the Top 5 gifts most requested by adults, in **4<sup>th</sup> place** with **30%** of the votes. (2).

(1) - Source - A3C (2)- Source - Study: A smart Christmas - © 2004 Deloitte & Associés

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**Accentiv'**, a Relationship Marketing Consultancy Operator, operating in 12 countries and subsidiary of Accor Services, offers companies:

- design and management of loyalty programmes and motivation campaigns,
- a complete reward offer (gift tokens and cards, gifts and incentive trips)

Accentiv' is a founding member of A3C, the association of issuers of gift tokens and cards.

#### Press contacts

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