



INITIATIVES & DÉVELOPPEMENTS
* CRÉATEUR DE SOLUTIONS MARKETING AFFINITAIRES

Press release
Levallois-Perret, 9th February 2009

Rapprochement between Initiatives & *Développements* and *surinvitation.com*, the private sales website of Groupe TF1

Major actor specialized in development of consumer loyalty programs, *Initiatives & Développements* Group will manage *surinvitation.com*, a Téléshopping's subsidiary (Groupe TF1).

A tripartite rapprochement that business leaders really wanted as a partnership.

Surinvitation.com, generalist private sales website, second one to start up in September 2004, completes the *Initiatives & Développements*' e-commerce department.

Through this rapprochement, *surinvitation.com* will supply its expertise, its 300 providers, and also a significant clients data base (equivalent to 30% of the market leader's data base).

For *Initiatives & Développements*, European experts on loyalty programs and clubs of advantages developments for the companies and their clients, this partnership is the opportunity to present new high level offers in a restrict and exclusive way. It is also a chance to include these offers in a complete chain of services: council, products & technological solutions, until after sales services for the beneficiaries.

For *Surinvitation.com*, this rapprochement represent the opportunity to access to:

- a large database (new markets *surinvitation.com* will propose to its best providers)
- a central purchasing system: *GlobalTechnologies*, an *Initiatives & Développements* subsidiary of which Groupe TF1 becomes one of the shareholders.

For **Christian Quérou**, Chairman of *Initiatives & Développements* and **Marc Morel**, General Managing Director of *Surinvitation.com*: « *this alliance goes with the investments dynamics of our Group in France and another countries we invest at the moment* ».



INITIATIVES & DÉVELOPPEMENTS
* CRÉATEUR DE SOLUTIONS MARKETING AFFINITAIRES

In connection with...

Initiatives & Développements:

Major actor specialized in development of consumer loyalty programs, ID Group creates spaces “privileges” in order to bring closer the brands to their communities of clients, retailers, partners and employees.

Initiatives & Développements is quoted on Alternext - FR0010354407-ALIDA (July 2006)

Chairman: Christian Quérou

General Managing Director:

- Christophe de Sagazan
- Marcelo Scaglione

Contact PR: Geraldine Sivel - tel. +33 (0) 1 47 59 51 06 - geraldine.sivel@i-d.fr