



Press Release

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Peoplevalue doubles its customer base in 2006.

Peoplevalue today announced that it added 17 new clients to its Voluntary Benefit web portal, Staff Advantage, in the last 3 months of 2006, Peoplevalue's best ever performance.

The addition of these new clients represented a massive surge in new client acquisition in the last year, reaching a total of 41 new customers in 2006, Peoplevalue's best year yet.

The increase in client acquisition came from both Peoplevalue's direct sales operation and their strategic alliance partners.

"I am very pleased with the last quarter's performance. This confirms that Staff Advantage is rapidly becoming the Voluntary Benefits platform of choice" commented Mike Morgan, Peoplevalue's MD.

"Peoplevalue is continuing to over perform and has already signed up a further 5 clients this year" he continued.

Peoplevalue is also planning a new release of Staff Advantage in April this year. "The new platform has been developed in partnership with one of our largest clients and we believe provides the next generation of Voluntary Benefits, with a focus on community, health and the environment." Morgan said.

Sales of Peoplevalue's Reward and Recognition solution, Excellence Awards, also performed well with significant contracts being awarded from npower, Alfred McAlpine, Hyundai and a large pharmaceutical company. A new release of Excellence Awards was launched in September 2006 which has now been rolled out to all existing customers.

"Much praise has come from our customers on the new Excellence Awards platform" commented Morgan "and I expect many new customers this year who are looking for alternatives to voucher or cash based reward systems" he continued. (END)

About Peoplevalue Limited

Peoplevalue Ltd is based in Oxford and was formed in August 2002 to offer employers fresh, innovative solutions that can be readily adapted to meet specific client requirements, significantly enhance existing remuneration packages and provide the tools to motivate, inspire and retain employees. Since then Peoplevalue has developed their solutions to meet the challenges faced by membership based affinity groups and customer loyalty programmes. Peoplevalue has attracted a number of blue chip corporations, including household names such as BP, Norwich Union, Swiss Port, Rank, Capita and Corus (formally British Steel).

Peoplevalue is managed by a team of experienced professionals drawn from the fields of HR, IT and Business management. The company has the backing of private individual investors.

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