



Press Release

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CONTACT: Mike Morgan

TEL: 01865 876696

EMAIL: mmorgan@peoplevalue.net

Peoplevalue announce their new solution set for membership based organisations

Peoplevalue announce the launch of their latest solution designed to meet the challenges faced by membership based affinity groups. The name of the solution is the Leisure Advantage Card (LAC).

LAC is based around the market leading Staff Advantage solution. LAC is targeted at organisations looking to improve their membership take up and, more importantly, retain their existing membership. LAC achieves this by providing organisations with an inexpensive method to significantly increase the value of membership subscriptions.

LAC provides members access to an exclusive on-line club through a web portal, customised to the brand identity of the membership or association. The web portal provides members access to thousands of exclusive discounts not available to the general public. These discounts easily demonstrate savings far in excess of the subscriptions being paid. LAC also significantly enhances the bond between the subscriber and the membership or association by demonstrating added value member benefits.

LAC has been developed with advice from industry experts that understand the demands of organisations that are challenged with maintaining existing membership levels while trying to attract new members. Particular focus was given to the leisure industry. This included Holiday Ownership companies and the Health and Fitness industry.

LAC is the first "off the shelf" solution to be offered to membership organisations and can be implemented in a matter of weeks. Peoplevalue have already received a number of enquiries regarding LAC from some of the biggest brand names in the Health and Fitness industry and hopes to have its first customer signed up in early 2007.

"This is our first venture designed to address the demands of modern 'subscription for service' based organisations" commented Mike Morgan, Peoplevalue's MD, "we are very confident that LAC will prove to be very popular and provide significant value to our clients who are constantly challenged in retaining and recruiting new members". (END)

About People Value Limited

People Value 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 People Value has developed their solutions to meet the challenges faced by membership based affinity groups and customer loyalty programmes. People Value 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).

People Value 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.

web: www.peoplevalue.co.uk

email: press@peoplevalue.net

tel (01865) 876696

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