



Press Release

FOR IMMEDIATE RELEASE: 12 Oct 2006

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People Value implements Voluntary Benefits at The Rank Group

People Value today announced a major win for the provision of their Voluntary Benefits platform, Privilege Plus, to the Rank Group.

Rank is a leading European gaming business based in the UK and listed on the London Stock Exchange. The Group's principle activities are the operation of bingo clubs and casinos in the UK with complimentary on-line gaming and book making services.

Working with People Value, Rank has rolled out a Voluntary Benefits scheme to all of their UK based employees. Branded 'Privilege Plus', the scheme is provided both online and in printed form, offering thousands of lifestyle products and services to employees at exclusive prices.

The scheme has been welcomed by management and employees alike and further demonstrates Rank's commitment to continually improve the benefits of their most important asset, their People.

"The addition of Voluntary Benefits provides employees with a real opportunity to maximise their disposable income", commented Nick Davies, Head of HR. "Rank is a progressive company and has a strategic commitment to continually enhance the benefits we offer to our employees. The inclusion of Voluntary Benefits for all employees, regardless of their employment status, further demonstrates our commitment to this strategy".

"We were careful in selecting the right solution provider. What attracted us to People Value was their commitment to drive the best deal for their customers who are our employees", he continued.

"We are delighted to win the Rank account which adds another blue chip corporation to our growing customer list", commented Mike Morgan, People Value's UK MD."

With the addition of Rank, People Value has now over 60 UK corporate clients.

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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.

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