



Press Release

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Peoplevalue provide inflation beating discounts to save employees thousands.

Peoplevalue's voluntary benefits solution Advantage offers employees desirable and significant discounts across the whole spectrum of consumer spending, potentially saving them thousands of pounds a year and providing the perfect tonic to the turmoil of the "credit crunch".

Advantage is an innovative voluntary benefits solution that gives employees access to thousands of discounts from leading brands - maximising their disposable income and improving their quality of life.

With inflation at an 11 year high of 3.8% in June and the Governor of the Bank of England warning that inflation could hit 4% imminently, the cost of living is soaring seemingly beyond our control. Advantage offers employees desirable and significant discounts across the whole spectrum of consumer spending to reduce the impact of inflation. At the top end of the scale, Advantage's partnership with Carsite Ltd (who offer employees up to 20% off RAC inspected, ex-fleet cars) has **saved employees on average £1500 per car**. Employees are continuing to take advantage of the comprehensive range of discounted vouchers for their weekly shop to make substantial savings on essentials. In the face of a spiraling cost of living, **Advantage** is effectively combating the "credit crunch".

Never more relevant than now, **Advantage** is being used to bridge the widening gap between wages and inflation by giving employers a low cost, low risk and highly valued way to offer employees savings which equate to a percentage payrise on average annual income with a particular resonance in the public sector. With the BBC reporting an estimated 300,000 public sector workers striking over pay and more set to follow, **Advantage** has an increasingly important role to play. According to Unison General Secretary Dave Prentis, "the pounds in local government workers' pockets are turning into pennies," with the current economic climate effectively meaning that proposed public sector pay rises are a pay cut. With Jan Parkinson, MD of Local Government Employers (LGE) asserting that "our greatest asset is our staff but we have simply reached the limit of what is affordable", **Advantage** can be seen as a suitable solution and a weapon with which to combat inflation.(END)

About People Value Limited

People Value Limited is a market leading employee benefits provider and reward and motivation specialist, at the forefront of developing flexible, high impact and inspirational employee solutions for UK Businesses. We currently provide web and print based programmes that serve over 250,000 users consisting of the employees of over 100 UK companies including Rank, npower, BP, Corus, Capita, Royal Mail, Norwich Union and the RAC. The implementation of a Peoplevalue powered solution has been proven to positively assist with the morale, recruitment, motivation and retention of employees.

Peoplevalue employ a team of experienced professionals drawn from the fields of HR, Sales, Marketing, IT and Business Management. Our unparalleled experience allows us to tailor our solutions to meet the individual customer's needs, combining creativity, knowledge and proven technology with an indomitable determination to provide the best service possible.

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