



ipoints.co.uk boosts partners as ExtremePie.com and Micro Direct sign up

ipoints.co.uk, the UK's biggest online coalition loyalty programme, has increased the number of retailers participating in its successful loyalty scheme by recruiting ExtremePie.com and Micro Direct as full loyalty partners. ExtremePie.com is a leading e-tailer of surf, skate and snow wear and is Europe's largest online board and action sports store; Micro Direct is one of the fastest growing retailers of PC's and components in the UK., both on and offline, and one of the top twenty UK websites in the computing industry.

Says Geraldine Tosh, Managing Director at ipoints.co.uk, "As competition becomes increasingly fierce online, both ExtremePie.com and Micro Direct have recognised the importance of added value and differentiation when it comes to tying customers in for the long-term. By joining ipoints.co.uk they are creating a major point of difference between themselves and their competitors and are giving back great value to their customers for every £1 they spend; and, because their customers can also multi-collect points across a variety of online retailers this means that they can quickly collect enough points to redeem a significant reward."

Phil Banton, General Manager at ExtremePie.com, comments, "We have a large database of regular customers, but we realised that to keep them coming back again and again we needed a loyalty programme which would really reward them for their loyalty. ipoints.co.uk is by far the most generous loyalty programme, plus as we are the European leaders in our marketplace, it makes sense for us to partner with the best online loyalty partner around. We see this partnership as an important step in boosting customer acquisition and retention, plus to leverage sales generally."

Steven Hartley, Marketing Manager at Micro Direct, adds, "We did consider setting up our own bespoke loyalty programme, but the glowing industry reviews for ipoints.co.uk won us over very quickly. We recognised that ipoints could play a significant part in enhancing our relationship marketing strategy, plus their large membership base of online shoppers gives us the perfect resource from which to recruit significant numbers of new customers."

ENDS

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About ipoints

ipoints Ltd is a direct marketing and loyalty services provider. ipoints own and operate ipoints.co.uk, UK's biggest internet-based coalition loyalty programme, with over 1 million registered members who earn ipoints from over 300 retailer partners and exchange them for a variety of rewards covering over 200,000 items. It provides the means for companies to reward their customers with meaningful and desirable products. In addition, ipoints as a media-owner has a database of active online customers, providing access to clients for direct marketing purposes. ipoints also builds and manages white label staff and trade incentive and motivation programmes.

ipoints is part of the Maximiles Group. Maximiles Group operates the biggest online European loyalty coalition programme with Maximiles.com (France) and ipoints.co.uk (UK), with a combined 2.75m members collecting reward points in France and the UK throughout more than 110 on-line loyalty partners. Maximiles is listed on Alternext of Euronext Paris (Mnemonic: ALMAX, ISIN FR 0004174233). For more information, visit <http://www.ipoints.co.uk>.

About ExtremePie.com

Extremepie.com sells the most up-to-date surf, snow, and skate wear available anywhere on or offline. Extremepie was launched back in 2001 as part of the Extreme group, and has grown and evolved to become Europe's largest online board and action sports store. It offers a broad choice for its customers, enabling them to browse brands with global presence, like Quiksilver, Etnies, Roxy and Volcom, together with smaller 'core' brands such as Ezekiel, Fenchurch, és and Zoo York. It's also constantly on the lookout for new brands as its buyers trek the globe to find the next big, or small thing! Extremepie.com works because the people involved are passionate about its product and what it does. Its staff skate, surf, and ride.

About Micro Direct Ltd

Micro Direct was launched in 1993 and, from modest beginnings, has now become one of the fastest growing retailers of PCs and components in the UK. It has gained the approval of IT customers across the spectrum, from first-time users to Corporate and Educational to PC specialists, for its technical expertise. A decade of large scale investment into warehousing and logistics, several showrooms, industry qualified staff numbering over 125, and commitment to actually holding millions of pounds worth of stock, has led Micro Direct to achieving its unique position of trust amongst purchasers throughout the industry. Furthermore, in keeping with its commitment to quality and service, it is a Microsoft Certified Partner and ISO 9001:2000 quality assured compliant, amongst other industry standards. Since Micro Direct launched its first Internet sales site www.microdirect.co.uk it has been rated in the top 20 UK sites in the computing industry.