

## PRESS RELEASE

### *GALITT offers loyalty card solution on iPhone*

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To build up strong customer relationships in a very competitive market, hotel chains have been offering loyalty programs for several years. The Société Européenne d'Hôtellerie (SEH) which groups together over 360 hotels in France (INTER-HOTEL, QUALYS-HOTEL, P'tit Déj Hotel) has trusted GALITT for managing its loyalty card program.

Thus since 4 years GALITT is providing SEH with a loyalty card program, where 50 000 customers have been rewarded through the multi-brand hotel network. A magstripe-based card given to the customer enables to collect points when staying at hotels. Champagne's bottles or discounts on next hotel stays are so awarded for the customer loyalty. Point allocation and gift presentation are performed through POS terminals installed at hotel receptions.

The loyalty card program includes now an iPhone application based on the "CARTE ACCENT" application. This iPhone application can already be downloaded from Apple store. Once registered the cardholder can access in real time to its account, check its point balance and look at its transaction log. In addition the cardholder can easily browse a map of France displaying all the hotels, access to hotel descriptions, call for a reservation and send directly an email to the hotel. By using the Google Maps™ application, the cardholder can also be directed to the chosen destination.

Philippe TABASTOT, manager of the CATTI™ solution within GALITT stated: "We are very happy to implement for the first time on iPhone our loyalty card solution for the Société Européenne d'Hôtellerie. Additional functions on mobile phone will continue to strengthen the relationships between the brand and its loyal customers".

With CATTI™ solutions GALITT is currently offering management of loyalty cards, gift and prepaid cards as well as fuel cards for petrol companies in France and worldwide. The implementation of the loyalty solution on iPhone terminals will ease and emphasize the dialog between merchants and customers.

**About GALITT** ([www.galitt.com](http://www.galitt.com)) – For more than 20 years, GALITT has been offering consulting and services in payment systems and secure electronic transactions. Regarding consulting and assistance, GALITT is providing its customers with services from strategic choices to system implementation via system design and support: business consulting, EFT business analysis and expertise, audit and security, design, specification & project management, acceptance testing, technical assistance and development, training. Engineering and technology activities are covering bespoke development, software integration, turnkey solutions, hosted solutions and testing software. GALITT indeed offers petrol and loyalty card solutions (CATTI™), simulators (KaNest®), personalization validation tools (VISUCARD®) and added-value solutions (VISUBANK®, private labels...).

Being the reference in payment systems and electronic transactions, GALITT is the leader in France in all its businesses, and a worldwide leader in providing test tools and expertise in payment innovation.

**Contacts:***Sales team*

Tel.: +33 1 46 99 69 00

Fax: +33 46 99 69 23

[contact@galitt.com](mailto:contact@galitt.com)*Press Relations***Isabelle PUJADAS**

Tel.: +33 1 46 99 69 01

[i.pujadas@galitt.com](mailto:i.pujadas@galitt.com)**GALITT**

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RCS Nanterre B 329 822 514 - TVA FR42 329 822 514

29 rue Vauthier – 92100 Boulogne – France

Tél. : +33 1 46 99 69 00 – Fax : +33 1 46 99 69 23

[www.galitt.com](http://www.galitt.com) – [contact@galitt.com](mailto:contact@galitt.com)