



For immediate release

## French city of Parthenay launches an innovative loyalty card

Parthenay has selected ADELYA to revitalize its city center with an eco-localism loyalty program, building a community around local stores.

**Toulouse, France, December 17, 2012** - ADELYA, a software company specializing in NFC loyalty and customer engagement solutions, announced today that Central' Parth, Parthenay's city-center retail federation, has chosen ADELYA to engage customers and boost its city center. With its new eco-localism loyalty program, Parthenay aims to breathe new life into its city center by creating an intimate link between shoppers and local stores.

### Parthenay: boosting the city-center ecosystem with ADELYA



As an historic trading center, Parthenay was eager to boost its city center through a city card available for all local stores. ADELYA was a natural choice as the leading loyalty company for cities and trade federations.

*"Giving local stores the marketing punch of big retail chains was critical to us," says Pierre-Alexandre Pelletier, hairdresser and President of Central Parth'. "ADELYA has given us an easy, user-friendly and innovative solution that offers a retail loyalty platform*

*together with web and mobile apps for consumers. With ADELYA, we make city shopping fun and easy."*

### ADELYA: customer engagement solution for city centers

With an all-in-one customer engagement platform, retail federation teams have everything they need to hand: store locator, customer management, multistore loyalty program, multichannel marketing campaigns, customer surveys and polls, deals and offers, private sales, statistics and reporting. It's easy to launch a deal platform together with a multistore loyalty card. And visibility on the web and smartphones is guaranteed. Smartphone apps are compliant with contactless phones too, making NFC simple-tap shopping a reality.

*"We are delighted to welcome Parthenay, our first medium-size city in the 10,000 inhabitant category. It is also our first joined reference?? with our new partner French City-Center Retail Federation (FNCV), our city accelerator," adds Jean-François Novak, ADELYA's CEO.*

*"Parthenay's reference demonstrates that ADELYA's solutions are the right match for any retail organization: medium and large cities, national retailers as well as local stores."*

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View Central'Parth Loyalty at [www.centralparth.com](http://www.centralparth.com)



## About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue web and mobile apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

## Media Relations:

Cécile Morel – ADELYA - +33 (0)5 62 24 93 04 – [cecile.morel@adelya.com](mailto:cecile.morel@adelya.com)

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