

**FOR IMMEDIATE RELEASE**

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LogBuy - Press Release . 7<sup>th</sup> May 2008

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**Premierline Direct launches Customer Benefits Programme!**

May 7 2008. Today, Premierline Direct and LogBuy are pleased to announce the launch of the Premierline Direct Benefits Programme a new online benefits scheme developed to offer additional value to Premierline Direct's 20,000 UK business customers.

Premierline Direct provides business insurance to the SME market and covers a wide range of professions from shops and offices, to manufacturers and publicans. The programme will provide its customers with an extensive choice of discounts and deals from over 50 business suppliers nationwide, including Apple Store, Viking Direct, Esso and HP which will enable customers to make large savings on their business needs. Customers will also be provided with a wide portfolio of Lifestyle deals and discounts to offer to their own employees, from over 50 leading suppliers including Laithwaites, Hotel Chocolat, LA Fitness, House of Fraser and many more.

Premierline Direct, a subsidiary of Allianz Insurance plc has chosen to develop their benefits solution with outsourcing partner LogBuy, the leading B2B benefits provider in the SME market who provide their benefits solution to over 100,000 businesses in the UK alone.

Katie Aston, Marketing Director for Premierline Direct comments:

*"The Premierline Direct Benefits Programme is about adding real value to our existing proposition by giving our customers access to offers which are relevant to their needs as an SME. We were keen to develop a solution that enhanced our core proposition, but which was also appropriate for all our customers, whatever their business. The solution that LogBuy has developed for us, clearly met our objectives."*

David Wall, Managing Director of LogBuy UK comments:

*"I am thrilled to announce Premierline Direct Benefits as the latest loyalty solution we have developed. The solution has been developed to help save time and money for this key audience as it's both easy to use and instantly accessible. Each deal has been negotiated individually and direct with the suppliers to ensure that all deals are genuine and highly competitive. We look forward to developing the solution further with Premierline Direct."*

**About LogBuy**

LogBuy is an outsourcing partner, specialising in the development & execution of member benefits & loyalty programmes both in the Nordic region and UK. LogBuy plans to expand its operation further across the European market from 2009. LogBuy UK has supplier relationships in place now with over 100 suppliers and negotiates leading deals in the market place, in particular B2B deals for small businesses.

LogBuy manages the loyalty programme for Viking Direct Premier Club Programme in the UK market and currently manages benefits for over 100,000 businesses in the UK and over 750,000 individuals in the Nordic region.

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