



Press release - 17 June
2010

Club Dia, an exclusive customer loyalty programme for the Ed and Dia banners

A 100% hard discount solution for customer needs

One year after Dia's deployment in France was announced, the Ed and Dia stores are launching the Club Dia customer loyalty programme. Beginning today, members will enjoy new benefits from the Club Dia card: the first of its kind in the hard-discount sector!



One of a kind in France: Club Dia, the first customer loyalty programme in hard discount

In response to the recurring requests from customers who wish to be rewarded for their loyalty, the Ed and Dia banners have created the Club Dia customer loyalty programme, which allows members to benefit from everyday discounts on over 200 basic items.

The concept is simple, membership is free, and the discounts are immediate. The deduction appears on the sales slip.

Club Dia is part of the banner's commitment to offering its customers reduced prices without obliging them to buy large quantities.

Designed for customers of the hard-discount offering, this scheme is particularly attractive for those who keep a close eye on their budget.

A simple concept and targeted purchasing habits

The Club Dia loyalty card is free of charge and may be used immediately. Customers can join the

programme directly at check-out in an Ed or Dia store. They receive their loyalty card immediately.

Every 15 days, over 200 products are selected for significant discounts which may apply to Dia brand products, national-brand products and fresh items.

With the information added to a data base after each cash transaction, it will soon be possible to more accurately identify customers' needs and purchasing habits to be able to offer them better targeted discounts.

"The Club Dia loyalty card, which we offer free of charge, will help us get to know our customers better," said Bruno Pertriaux, Executive Director France for Ed and Dia. "And by knowing and understanding them better, we'll get better loyalty."

Already available in 250 Ed and Dia stores, the Club Dia loyalty card will be rolled out in the rest of the stores this summer.

About Ed and Dia

The Dia Group is the Carrefour Group's hard discount division and currently operates in eight countries. With over 6,500 stores and 50,000 employees, the Dia Group has been a standard-setter in retail for the past 30 years.

Ed and Dia have nearly 950 stores in France, including 156 under the Dia banner. The hard-discount banner guarantees year-round low prices and irreproachable quality in the products it sells, in particular thanks to the Dia brand.

Carrefour Group Press Department

+33 (0)1 57 32 89 99 / groupe@presse-carrefour.com