



NYSE Euronext welcomes Edenred to its European market

The largest listing on NYSE Euronext in Europe in two years

Paris, 2 July 2010 – Edenred, the world leader in prepaid service vouchers, today celebrated its listing on NYSE Euronext in Paris.

The company was created and adopted its present name when the Accor group split its hotel and prepaid service voucher operations. Edenred develops products that enhance personal well-being (Ticket Restaurant, Ticket Alimentation, Childcare Vouchers, Ticket CESU...) and improve the performance of organizations (Ticket Car, Ticket Compliments...). Operating in 40 countries with over 6,000 employees, Edenred serves 500,000 private and public-sector customers and 33 million voucher users.

Edenred (ticker symbol: EDEN) was admitted to NYSE Euronext by direct listing of the 225,897,396 shares making up its capital, at a subscription price of €1.40 each based on the closing price of Accor shares on July 1, 2010. Market capitalization on the date of admission amounted to €2.58 billion, making this the largest listing of a domestic company on NYSE Euronext's European market in two years.

"We are delighted to welcome Edenred to NYSE Euronext in one of our market's largest admissions in recent months, comments Dominique Cerutti, Deputy Chief Executive Officer of NYSE Euronext. Going public is a strategic decision that brings company employees together to work towards a common goal, reinforcing structures and organization to energize a business while making it particularly visible to investors and the financial community."

"We extend a warm welcome to Edenred and are very pleased to accompany it in this new phase in its development, fuelling growth and extending its reach, comments Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext. Admission to the market will give the company and its shareholders the benefits of the world's most efficient market model and largest liquidity pool."

Jacques Stern, Chairman and Chief Executive of Edenred, says: *"Our listing on NYSE Euronext will raise our profile as the world leader in prepaid service vouchers, and enable us to accelerate our growth in the years ahead."*

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About Edenred

Edenred, the world leader in prepaid service vouchers, provides solutions that enhance personal well-being and improve the performance of organizations. Operating in 40 countries, with 6,000 employees, nearly 500,000 private and public sector customers, 33 million users and 1.2 million affiliates, Edenred offers a wide range of products in two categories:

- Employee and public benefits related to meals and food (Ticket Restaurant, Ticket Alimentation) and quality of life (Ticket CESU, Childcare Vouchers, etc.).

- Performance solutions in the areas of expense management (Ticket Car, etc.), incentives and rewards (Ticket Compliments, Kadeos, etc.) and new prepaid electronic products.

In 2009, Edenred generated total issue volume of €12.4 billion, of which more than 50% in emerging markets.

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets – the New York Stock Exchange, NYSE Euronext, NYSE Amex, NYSE Alternext and NYSE Arca – represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: www.nyx.com