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Fréquence Plus Services becomes BlueLink

Fréquence Plus Services, a specialist in customer capital management since 1992, has changed its name to become BlueLink. A subsidiary of Air France, the company is pursuing its development as a major player in the market of remote customer relationship management with high added value.

With its €47 million turnover in 2007 and 1,000 employees, BlueLink intends to consolidate its **European expertise in remote customer relationship management**. With 20 languages handled worldwide, BlueLink is in charge of Flying Blue, the first European loyalty programme of AIR FRANCE KLM with 13,5 million members.

*"This recasting of the global corporate image aims to position BlueLink in an **upmarket segment** and accelerate the growth of its customers portfolio by means of a recognized quality of service",* specifies **Tanguy de Laubier, General Manager of BlueLink**.

Certified ISO 9001, the 2000 version, since 2001, BlueLink proposes a complete offer of Front- and Back-Office services (information on products and services, reservation/sales, complaints, web support, loyalty, help desk and counsel) in such major sectors as **air transport, tourism and leisure, culture and media, banking, insurance and luxury**.

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