

Press release

Ivry-sur-Seine, 5 December 2008

BlueLink launches employer-enabled volunteering in support of Samusocial

BlueLink, a specialist in high-end remote customer relationship management, has set up an employee volunteering programme in support of Samusocial by placing five employees at the disposal of 115 of Paris. This initiative confirms the company's social commitment and allows its teams to try new things while on a recognized mission in the public interest.

BlueLink, which obtained the 2008 version of the Social Responsibility Label this year, consulted its entire staff in July with regard to a projected employee volunteering programme. The choice of Samusocial having aroused the interest of 90% of the participants, a call for volunteers was launched by BlueLink immediately after the summer break. Among the voluntary customer care agents, five were selected by Samusocial to help the hotline of 115 of Paris to cope with the constantly increasing number of telephone calls. They underwent initial 15-day training including two night shifts "on the ground" to better understand the importance of their mission.

The team joined the general unit "Front line" on 28 October 2008. On each call, after listening to and assessing the situation of the homeless, the agents advise callers and guide them towards adapted shelters by proposing them, when necessary, emergency accommodation for the night. The five volunteers are to work on the premises of 115 of Paris for 6 months, renewable once, until their return among BlueLink's teams after giving way to new volunteers.

This corporate sponsorship offers BlueLink's and Samusocial's staff an opportunity to grow both personally and professionally: acquire new skills through community involvement. Employees are true actors within this initiative because they can come forward and stand for a cause.

"It is essential for us to value time. This commitment is aligned with our strategy of continual improvement of the company and relies on each of our employees", says

Tanguy de Laubier, General Manager of BlueLink.

About BlueLink

A subsidiary of the AIR FRANCE KLM group, BlueLink is an upmarket specialist in the field of customer care with prestigious references in sectors such as air transport, tourism and leisure activities, culture and media, banking, insurance and luxury. Created in 1992 as Fréquence Plus Services, the company, called BlueLink since 2 April 2008, intervenes in every stage of customer care of companies through a complete offer of multi-site, multimedia and multilingual services. ISO 9001-certified, the 2000 version, and in the process of being certified NF Services, the company made a turnover of 47 million euros in 2007. With 20 working languages worldwide, BlueLink notably manages the loyalty programme of AIR FRANCE KLM, Flying Blue, the European leader with 13,5 million members.

With 1,000 employees throughout the world, 500 of whom in France, BlueLink has in-depth expertise in the management of complex activities (handling of complaints, specific and secure operational procedures, professional tools in expert mode); 50 % of the activities are handled by the Back Office (mail, fax, e-mail).

Supported by its long-lasting position as part of the Air France group, BlueLink has also developed an offer of additional services with high added value such as feedback to its customers through operational marketing and fraud prevention services.

About Samusocial

The method "Samusocial", implemented in 1993 by Dr Xavier Emmanuelli, offers and develops a new approach to fight against social exclusion: this method is derived from the philosophy of SAMU (medical). It consists in "approaching" people who live in great exclusion and is characterized by:

- permanence,
- mobility,
- professionalism and interdisciplinarity of its actions.

Like SAMU, Samusocial sees rescued persons as "victims" in danger, who are no longer able to call for help. By proposing end-to-end assistance, combining medical and psycho-social aspects, Samusocial, apart from immediate and unconditioned assistance, helps such people to reacquire life codes that can make them independent: body, time codes..., etc.

To become ever more efficient and deal with the increasing urbanization which generates social exclusion all over the world, Samusocial has enlarged its scope of action and its missions. Its method is applied to international megalopolises (creation of Samusocial International in 1998) and to large cities of France (creation of the National Federation of Samusocial in 2001).

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