

Sodexo joint venture lifts sales at Rugby World Cup

Paris, October 18, 2007 - As the Rugby World Cup final approaches, Sodexo announced that 110,000 corporate hospitality and 185,000 travel packages were sold for the tournament. Both numbers are more than double the number for the RWC 2003 in Australia four years ago.

Sodexo, a leading global provider of Food and Facilities Management services, formed a joint venture, RTH'07, with the Mike Burton Group to manage the marketing and distribution of both types of packages for the International Rugby Board (IRB). The IRB's decision to combine the responsibility for both corporate hospitality and travel is a first in sports marketing with the result that sales for this tournament have exceeded the combined total of the two prior Rugby World Cups by more than one third.

RTH'07 appointed 25 official travel agents and nine corporate hospitality agencies to sell the packages. With overall control, RTH'07 was able to tightly restrict the number of tickets which fall into the hands of black marketers and also offer an innovative hospitality experience, marrying excellent food with exciting multi-media displays, all designed to set a new standard for hospitality at RWC 2007 for major international sports competitions. A dedicated innovation team worked on design concepts for two years using an innovation model which was benchmarked against other major international events.

RTH'07 pledged that it would 'raise the bar' on the standard of hospitality provided at major international sporting events.

The Rugby World Cup is the third largest sporting event in the world behind the Olympics and the soccer World Cup. It is watched by more than four billion people and attracts two million spectators, and raises funds to help pay for the expansion and development of the game worldwide.

Sodexo and the Mike Burton Group also provided financial support to the Tackle Hunger initiative of the IRB, which partners with the United Nations World Food Programme, to raise public awareness about the 850 million people around the world who suffer from hunger and malnutrition. Sodexo's own program, STOP Hunger, operates in 22 countries around the world.

SODEXHO ALLIANCE, founded in 1966 by Pierre Bellon, is a leading global provider of Food and Facilities Management services, with more than 342,000 employees in 80 countries. For Fiscal 2007, which closed August 31, 2007, SODEXHO ALLIANCE had revenues of 13.4 billion euro. Listed on Euronext Paris, the Group's current market capitalization is more than 7.9 billion euro.

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