

Sodexo's Abetterday.tv Web TV channel recognized with Stratégies Award

Paris, January 5, 2009 – Sodexo's innovative Web TV channel, Abetterday.tv, featuring daily videos of employee heroes from around the world, has been honored with one of France's most prestigious communications awards by *Stratégies* magazine.

Sodexo accepted the Stratégies Award, given in the category "Corporate Advertising Campaigns," on December 11, 2008. Sodexo had already received in October 2008 the Golden Topcom, another of France's highest Communications distinctions, for the design of its new visual identity.

The Stratégies Award jury, composed of members of the communications profession and the media, recognized Sodexo and Abetterday.tv for the originality and conviviality of the communication.

Sodexo launched the Abetterday.tv Web TV channel in April 2008 using more than 100 daily videos to illustrate the company's expertise in Quality of Life services and the extraordinary range of services offered by its 355,000 employees. A Web-based ad campaign to publicize the site also generated a high level of visibility with an estimated 138 million Internet visitors from around the world viewing the advertisements for Abetterday.tv under the Sodexo brand.

The United States, France, the United Kingdom, India and the Netherlands are the countries recording the most connections to the Abetterday.tv site.

The award recognizes both the project's innovativeness - Sodexo is the first international Group to have launched a Web TV channel in format Web 2.0 - and its contribution to reinforcing Sodexo's image as a Quality of Life services expert.

About Sodexo

Sodexo, founded in 1966 by Pierre Bellon, is a world leader in Food and Facilities Management services, with more than 355,000 employees on 30,600 sites in 80 countries. For Fiscal 2008, which closed August 31, 2008, Sodexo had revenues of 13.6 billion Euros. Listed on Euronext Paris, the Group's current market capitalization is 6.4 billion Euros.

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