



SEPTEMBER 2005

The Virgin Voucher – Unveiled at Total Motivation Show

Virgin's re-branded incentives division and voucher product, The Virgin Voucher, will be launched at the Total Motivation Show. The voucher is designed to fill a gap in the market for inspirational leisure-oriented redemption opportunities, to appeal in particular to middle and upper management.

The Virgin Voucher includes an impressive portfolio of redemption partners developed specifically to encompass those elements known to be the most effective motivators: wining & dining, theatre, music, travel – *excitement and adventure!* Redemption opportunities include: Virgin Active (leisure clubs); Virgin Atlantic; Distinguished Hotels (70 participating in the UK); Le Manoir aux Quat' Saisons Hotel & Restaurant; LEGOLAND® Windsor and Theatre Tokens.

Andrew Johnson, sales and marketing director at The Virgin Voucher says: "The Virgin Voucher brings a different dimension to the business of incentives and motivation with a voucher that embodies the essence of the Virgin brand itself – fun, innovation and creativity".

The voucher portfolio also includes Virgin Megastores & Virgin Holidays Vouchers, for promoters who want a more specifically themed voucher.

- Ends -

For further information, please contact:

Jane Herbert or Tim Matthews

Pilot

Tel: 020 8948 8485

Email: jane@pilotpr.co.uk / tim@pilotpr.co.uk