

**DEMOS AND AMERICAN EXPRESS CARTE FRANCE  
SIGN AN EXCLUSIVE PARTNERSHIP AGREEMENT IN CONNECTION WITH THE  
MEMBERSHIP REWARDS LOYALTY PROGRAMME**

**Paris, 30 June 2010 - As part of its expansion strategy, Demos, one of Europe's leading providers in continuing professional training, is today announcing that it has signed an exclusive partnership agreement with American Express Carte France. This agreement gives all businesses belonging to the Membership Rewards programme operated by American Express the option of converting their points or miles into Demos training products.**

Thanks to this exclusive agreement for France, client businesses of American Express will be able to choose from a selection of Demos training courses, combined into a specific range of 40 open training sessions and 80 off-the-shelf e-learning modules, as well as a very broad range of language courses and stays. The identical range is available across all the Demos group's subsidiaries.

Tailor-made training sessions, other catalogue courses and e-learning solutions may be included on a case-by-case basis, in addition to this special offer available in conjunction with American Express.

The roll-out of this partnership with American Express is a crucial aspect of the Group's expansion strategy and will help Demos' products and services to be boosted with American Express' corporate customer base, 80% of which comprises CAC 40 companies and large SMEs, as well as many thousands of micro-companies and self-employed professionals.

The Demos group will provide American Express card holders with the full breadth of its expertise and its wealth of content and will even be able to deliver training sessions in France or abroad. The Group's consistent ability to innovate coupled with its expertise in technological tools (notably in terms of e-learning) are strengths that will help it to design the most effective systems so that it is able to meet companies' training expectations increasingly effectively.

**Commenting on the signature of this partnership, Jean Wemaëre, Demos' Chairman and Chief Executive Officer, said: "We are delighted to be able to provide client businesses of American Express access to Demos' various training modules, through a joint range of solutions that will help to strengthen our presence and our visibility among businesses. This exclusive cooperation represents an additional strategic opportunity to capitalise on our expertise and further expand our market share in France and abroad."**

***“This partnership perfectly reflects the potential and strengths of the Membership Rewards loyalty programme, which we make available to businesses. The combination of the American Express brand and an international training provider as prestigious and well-known as Demos provides a new dimension to the universe of services that we offer, and we are proud that France will be the first country in which this partnership is rolled out”, added Nicolas Sireyjol, Senior Vice-President and Country Manager France of American Express.***

Next investor relations event:

Presentation of interim 2010 results: October 5, 2010

**About the Demos group**

***An industry leader playing a key role in the business knowledge economy***

*The Demos group is a global player in professional training. Demos' core business consists of continuing professional development in all its forms, both classroom-based and distance learning, and it has developed innovative and complementary training methods like e-learning. The group's also offers other services associated with the knowledge economy, such as skills management consultancy and the dissemination of educational materials.*

***A successful business model that can be implemented internationally***

*Demos operates in 16 countries and in all major French cities. It has demonstrated its ability to combine strong organic growth with effective acquisitions, enabling it to assist its customers in international markets and to develop local customer bases. In a buoyant market, the diversity of Demos' services, its demanding quality standards, its continued focus on innovative research and its flexible business model have made it a market leader in professional training.*

***Consistent, profitable growth***

*In 2009, the Demos group achieved revenue of €96.1 million, with operating income of €4.4 million and net income, group share of €0.6 million.*

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