



RENTABILIWEB create and launch EPERFLEX 1st FRENCH OFFER CUSTOM retargeting by emailing

**A unique solution in France for retargeting customized by emailing
to increase sales for e-tailers
and monetize the audience for content publishers and webmasters**

Brussels, September 8th, 2011

Specialized in monetization solutions performance, Rentabiliweb continues to innovate with the launch of Eperflex, a personalized retargeting solution by emailing.

This technology, unique in France, includes a targeting tool crossover, non-intrusive and completely anonymous, which allows an advertiser to find potential customers looking to consult a product on his website and to send them a personalized and dedicated offer by email. This technology offers multiple scenarios, retargeting animation programs and promotional campaigns.

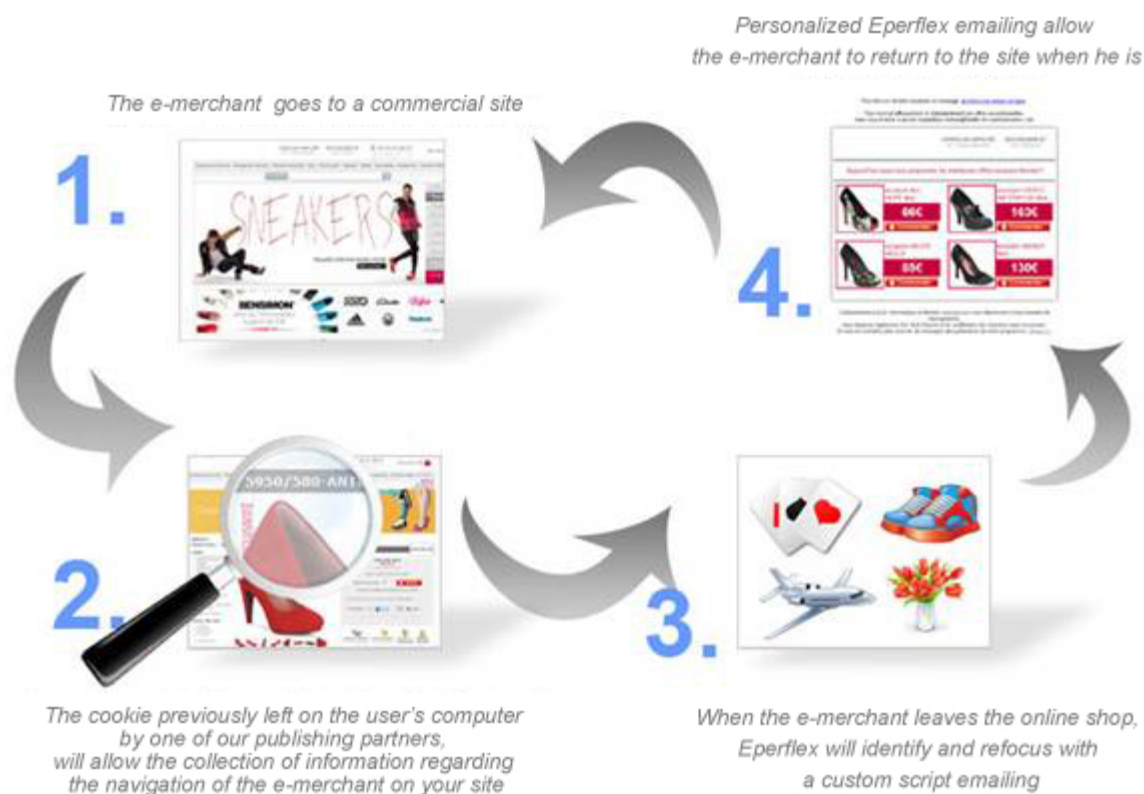
This new offer is also open to publishers and webmasters who can test the performance of Eperflex for free and benefit from new revenue without risk through complete automation of the solution (retargeting until payment, everything is handled automatically by Eperflex).

Tested for several weeks now, the tool displays very attractive performance. A campaign retargeting by email allows in particular to increase the rate of response (click through rate) of Internet users by 7. *"Rentabiliweb Group's laboratories, has observed in several English-speaking countries an explosion of the efficiency of retargeting solutions. Our company is the first to offer this technology to advertisers in the French market."* Said Matthieu Vermot, Manager of R'publishing, part of Rentabiliweb Group.

<http://www.eperflex.com>

Find the Eperflex solution at the E-commerce salon, to be held on September 13, 14 and 15 at Porte de Versailles in Paris – stand E32

Retargeting email: principle and guidance



Read the Group's press release about its brand new institutional website :

<http://www.rentabiliweb-group.com/en/?p=5132>

About Rentabiliweb

Founded in 2002, the Rentabiliweb Group offers Internet professionals and webmasters a leading platform of website traffic monetization services, namely payment and micropayment solutions. It has been definitively approved as a Payment Body by the Banque de France and as a member of the French Bank Card Group for the provision of online payment solutions. It also runs affiliate programs, offers online advertising space brokerage and interactive voice services for offline media, and provides acclaimed expertise in loyalty programs and Direct Marketing.

Rentabiliweb is also one of the premier French-language publishers, with a package of services spanning the full range of mass-market entertainment including astrology, community services, family games, services for the general public, advice for Internet users, personal ads and dating, women's wellbeing, humour, entertainment and more.

Listed on Compartment B of the Euronext Brussels and Paris stock markets, the Group currently has 20 subsidiaries in Europe, Canada and Asia, with a workforce of about 200 worldwide. In 2010, Rentabiliweb's sales topped €90 million, with an EBITDA up by 39.4% at €16 million.

Rentabiliweb is also a socially responsible company in its sectors of activity, and rigorously applies the ten principles laid out by the UN Global Compact.

The Group is eligible for FCPI investment funds, has received the OSEO "Innovating company" kitemark, and has received PCI-DSS certification for its bank card payment platform.



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