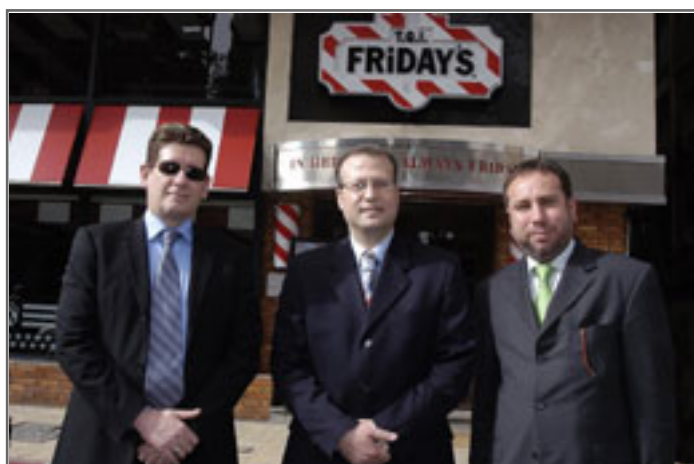


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Published:	Egypt, Thursday, March 22 - 2007 at 16:54 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

Americana tests the waters of loyalty programmes using global experience of TVB Group

Kaza Royal Club, the leading private VIP hotel and restaurant loyalty membership card in Egypt and the Gulf Cooperation Council countries (GCC), announced today that it signed an exclusive agreement with T.G.I. Friday's restaurant and its parent company Americana.



The deal marks the first time that Americana uses a loyalty card program as part of its marketing activities.

Under the pilot program that will last until the end of May, 2007, the 8,000 members of the private Kaza Royal Loyalty Club, the largest private corporate loyalty program in Egypt, will receive a special 30% discount on food and beverage in the new branch of T.G.I. Friday's in Mohandiseen.

"Kaza Royal Club members represent an important market segment of frequent diners that T.G.I. Friday's attracts on a regular basis," said Mohamed Amin, Regional Director of Operations for T.G.I. Friday's "We are proud to utilize the global experience of Kaza Club's parent company TVB Group to offer value-added services to our premium clientele."

Many of the card holders of the Kaza Royal Club come from professional fields like law, medicine and business and have a strong interest in securing both VIP benefits and major discounted rates and prices from hotels, restaurants and airlines as a part of a large Kaza Club Corporate Group that they do not have access to individually.

"Egypt represents a strategic market for TVB Group in offering premium services at great restaurants like T.G.I. Friday's," said David Home, CEO of TVB Group. "Since Kaza Royal Club is the number one private VIP hotel and restaurant loyalty membership card in Egypt we are continually looking to provide our members with an increasing number of benefits."

"We are happy that T.G.I. Friday's has chosen our loyalty brand and that our members will receive special discounts," said Tarek Hamza, president of TVB Group Europe, Africa and the

Middle East, the parent company and owners and operators of Kaza Royal Club. "We believe our members will appreciate this new benefit and we look forward to the possibility of more membership benefits for them from both T.G.I. Friday's in Egypt and the Americana group of restaurants throughout the Middle East."

Kaza Royal Club adds T.G.I. Friday's to its exclusive line of major restaurant groups and 5-Star independent establishments that offer promotions and discounts. The addition of T.G.I. Friday's follows the Kaza Royal Club strategy of bringing packages to its members at as many quality locations as possible.

"Our Kaza Royal Club members should be able to enjoy a great meal whenever they want and get it at an exclusive rate," Hamza added.

Kaza Royal Club members already generate hundreds of thousands of restaurant covers per month for major restaurant groups like La Caseta, Abu Shakra, Fuddrucker's, Peking and other exclusive independent 5-Star Restaurants throughout Egypt's major cities and resorts. T.G.I. Friday's, one of the first American casual dining chains, is one of the strongest restaurant brands in the world and offers a wide array of menu options in a unique interior design.

Notes and Media Contacts

About Kaza Club:

Kaza & Kaza Club is the largest growing lifestyle membership card in the Middle East, Indian/SAARC and Eastern European regions. Kaza members receive exclusive benefits, discounts and privileges from the best locations and can make reservations at more than 21,000 discounted hotel partners around the world. As a subsidiary in the TVB Group of Companies, under TVB Marketing International, Kaza and Kaza Club draws resources from a leading marketing company.

About TVB Group of Companies:

TVB specializes in the design, development, and operating of specialized marketing programs for the hospitality industry focusing on customer acquisition and customer retention. TVB Marketing International was launched in Brazil in 1991 and has expanded to Africa and the Middle East. TVB Marketing continues to expand, currently working for different hotel groups and independents spanning 5 continents. TVB's operation has grown to 22 permanent offices and over 1000 full and part-time employees in marketing and training operations in over 15 different countries.

About T.G.I. Friday's:

T.G.I. Friday's, one of the first American casual dining chains, offers a unique dining experience since 1965 that has become the favourite pastime of millions worldwide. Long recognized for their wide selection of food and beverage offerings, Friday's continues its innovative menu development. Built upon a legacy of a fun experience and fantastic food and drink, T.G.I. Friday's restaurants provide an environment where families and individuals alike can have a great experience at 850 locations in 56 countries around the world.

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