



Amazing success for capital increase: rate of subscription of 10.9 Maximiles is set for a faster growth

Paris, June 19th, 2007

MAXIMILES (Alternext Paris, ALMAX) has announced the success of its capital increase by the issuing of 460 000 new shares on Alternext Paris, including the exercise of the over-allocation option.

Very high subscription rate

With subscription rates of 11.2 for the private placement and 7.9 for the public offering, Maximiles capital increase has awakened a great interest from institutional investors as well as individuals. In view of the high demand and following a board of directors meeting, it has been decided to exert the over-allocation option of 60 000 new shares.

Final allocation are described below :

- 414 000 shares dedicated to institutional investors,
- 46 000 shares dedicated to individuals, corresponding to a share allocation ratio of 23.2% on priority orders (between 1 and 150 shares). No shares have been allocated to non-priority orders.

Capital increase represents gross proceeds of 6.2 M€

The amount of gross proceeds is 6 210 000 € after over-allocation has been taken into account. Total number of shares admitted on Alternext raises to 460 000, free float represents 78.17% of company share capital.

Settlement-delivery will occur on the June 22nd, 2007, admission of shares for trading on Alternext will start on June 25th, 2007.

Marc Bidou, President and chairman of the Board declares: "We are happy and proud of such a success. We would like to especially thank all individual and institutional shareholders who have expressed their trust. Maximiles now has the financial assets to reinforce its development and strengthen its position as European leader in online customer loyalty. We would also like to thank our partners in this operation":

Communiqué de presse

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Financial communication

Risk Factors

MAXIMILES would like to remind that prior to any investment decision, investors should refer to chapter 4 of the Company's transaction memorandum registered by the AMF on June 12, 2007 under the number 07-181, which lists these risks in detail, and should take account of the investment risks of the shares offered such as price volatility of the Company's shares, dilution of current shareholders, which are presented under paragraph 2 of the prospectus.

Maximiles

Set up in 1999, MAXIMILES is now the European leader of online customer loyalty.

The company operates coalition loyalty programs on the Internet through Maximiles.com in France and Ipoints.co.uk in the United Kingdom. These programs represent more than 3.1 million registered members collecting reward points from over 92 exclusive online loyalty partners. The company also operates customer loyalty or customer relationship management programs towards major companies through Maximiles Services.

Maximiles is listed on Euronext's Alternext Paris. In 2006 (pro forma figures) Maximiles has achieved a turnover of 11.8 M€ with a net margin rate of 18%.

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www.maximiles.com/finance

Contacts

MAXIMILES

Marc BIDOU
President and CEO
Tél. : 01 44 88 60 30
m.bidou@maximiles.com

ACTIFIN

Nicolas MEUNIER
Marie GAVERIAUX
Tél. : 01 56 88 11 11
nmeunier@actifin.fr
mgaveriaux@actifin.fr