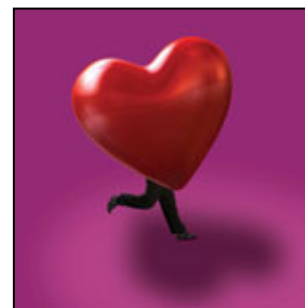


## AROUND THE WORLD WITH SODEXO IN 100 DAYS

On April 28, Sodexo launched [www.Abetterday.tv](http://www.Abetterday.tv) – a website demonstrating why Sodexo's success is down to the employees who make every day a better day for its clients and customers around the world.

### **...100 days, 100 quirky videos on [www.Abetterday.tv](http://www.Abetterday.tv)**

Abetterday.tv will showcase the experiences of 100 different Sodexo 'heroes' in 16 countries. It will illustrate the numerous activities performed by Sodexo employees around the world: from a spa therapist in Sweden to a dresser at the Parisian Lido cabaret, from a grass cutter in the UK to a maintenance technician in Thailand.



In portraying these widely-varied roles, each film highlights Sodexo's expertise in of the delivery of services by its 350,000 employees to 50 million customers every day.

Sodexo is using the latest technology, WEB TV with ultra-fast delivery, sharp image quality, video-sharing and more.

The campaign aims to raise awareness of Sodexo, the wide range of facilities management services it provides and to recognise employees who are doing an excellent job.

Dedicated to all Sodexo employees, not just the ones making their small screen debut, [www.Abetterday.tv](http://www.Abetterday.tv) will be hosting a worldwide competition for all its 350,000 employees. Colleagues will need to complete a questionnaire at the end of the 100 days – the answers will be in the videos – and there will be over 11,000 prizes to be won including 100 laptops and 1,000 i-pods.

Externally, Abetterday.tv will be advertised on news and information sites so that visitors can clip on to [www.Abetterday.tv](http://www.Abetterday.tv) easily to discover the services Sodexo has to offer.

**ENDS**



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**About Sodexo**

In the UK and Ireland, Sodexo employs 43,000 employees, and provides food and facilities management services to clients at over 2,300 locations in the corporate services, education, healthcare, leisure and defence sectors.

Many companies rely on Sodexo for cost-effective solutions to their employee or hospitality catering, or to deliver services such as cleaning, reception, switchboard and help desks, mailroom, reprographics and grounds maintenance.

Sodexo is part of the Sodexo group the leading global provider of food and facilities management services, with more than 332,000 employees at 28,300 sites in 80 countries.