

www.maxibatteries.com opens for business with the help of Prosodie!

Boulogne-Billancourt, 24 May 2007: RechargeablesOnline, an e-merchant offering comprehensive rechargeable energy solutions, awards PROSODIE, a services operator and e-commerce expert, the development and hosting of its www.maxibatteries.com website.

www.maxibatteries.com takes on the French Web market

Already established in the US, RechargeablesOnline has launched its French website under the domain name **www.maxibatteries.com**. The website places an emphasis on the environment and highlights the positive effect of using rechargeable energy. With a catalogue of over 15,000 products, this is the most comprehensive offering on the Web.

"Visitor satisfaction is our priority. In a context of increased competition, we committed ourselves on a number of points: ensuring a wide range of products suited to daily rechargeable energy needs, warranties unrivalled on the Web, guaranteed satisfaction or your money back and, lastly, free delivery on all orders. We believe these commitments will allow us to stand out from the competition," says Mark Dockser, Chairman of RechargeablesOnline.

PROSODIE, strategic partner of RechargeablesOnline for its European launch

Responsible for developing and hosting the www.maxibatteries.com website, PROSODIE employed its PROSODIE e-commerce solution, which has a proven track record with a number of e-tailers in Europe and the US.

This enabled the website to be deployed in just a few months, while providing the backing of an extensible application solution and a hosting service that will cater for growing online sales.

Furthermore, in order to respond to the overall assistance requirement of RechargeablesOnline, PROSODIE called on a pool of partners, all experts in their field, for the launch: NetBooster for the e-marketing strategy, CrossLog for logistics and, lastly, the Paybox solution for payment. In total, four partners collaborated in this highly original solution.

"To meet the challenge of this launch in France, RechargeablesOnline was looking for an e-commerce expert capable of proposing a "one-stop shop" offering. PROSODIE was able to deliver this consulting service by recommending the right partners, while responding to extremely tight time-to-market constraints," points out Sébastien Dumenil, Marketing Director of the Business On Line division at PROSODIE.

The highly extensible platform implemented will allow PROSODIE to assist RechargeablesOnline with the deployment of the www.maxibatteries.com website in four other European countries by the end of 2007.

About PROSODIE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations to access and exchange information.

PROSODIE also produces and delivers information to general public in three activities : weather forecast through the two brands METEO CONSULT and LA CHAINE METEO (TV channel), horse racing through GENYcourses and exam results through France-examen. These four brands are form of its PROSODIE Info unit.



In North America, Prosodie Interactive, a regional operating unit of PROSODIE, provides value-added ASP eCommerce, interactive voice (IVR/CRM), Web and data solutions for businesses.

PROSODIE also owns 100% of nCryptone, leader in strong authentication solutions (ISO Banking card size) embedding an energy source.

With a presence in France, Spain, USA and Canada, PROSODIE had 2006 IFRS consolidated revenues of 165.3 M€ up 12.4% over 2005 (147.1€) and current operating income of 12.3 M€.

PROSODIE is part of the SBF 250, CAC Small 90, CAC Mid & Small 190 indexes and of the NextEconomy segment of Euronext.

PROSODIE was granted the extension of AFAQ ISO 9001 certification in December 2006 for all its activities related to its French operations sites and obtained the renewal «Entreprise innovante» label from the French innovation agency, ANVAR, in July 2006.

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www.prosodie.com

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