



Contact: Tina McCormack
301.585.5034 x116
tina@cfoxcommunications.com

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VIVABOX™ UNVEILS NEWEST BEAUTY SOLUTION WITH TRAVALO

Experiential Gift Company Expands Product Portfolio with Easy Refill Fragrance Atomizer

Gaithersburg, MD – August 24, 2010 – Consumers now have a better way to carry their favorite perfume or cologne on-the-go thanks to Travalo. Brought to you by vivabox, Travalo is a refillable atomizer bottle with a patented easy fill system, which quickly transfers perfume from a full-sized bottle into a travel-sized container. Travalo allows you to take your favorite scent in your purse, gym bag, or suitcase.

Most perfumes come in heavy, expensive glass bottles that are not portable. In the past, pouring perfume from the full-sized bottles into travel-sized containers has been messy and complicated. With Travalo's internal pump system it is now quick and easy to transfer perfume and take it to go.

The following is a closer look at the Travalo product unveiled today:

- Approved for carry-on luggage on board flights
- Eco-friendly (98% recyclable)
- Holds over 50 sprays of perfume
- Features a clear window to gauge level of perfume
- Made from light and sturdy aircraft grade aluminum
- Suitable for men or women
- Product is 3.1in long and weighs only 0.5oz
- Internal refill system doesn't use funnels or other parts and is spill-free

With the newest addition to the vivabox product line, there is now something for all gift-giving needs. Travalo can be purchased online at www.travalostore.com. Travalo will be available at select Sephora, Target, and boutique retailers just in time for the holidays.

About Vivabox

Vivabox is a leading European gift company that debuted in the US in October 2008 as a business unit of Sodexo, a global foodservice and facilities management company specializing in quality of life services. First introduced in Belgium in 2003, Vivabox was acquired by Sodexo in 2007 through its successful global Service Vouchers and Cards business that recently posted \$10 billion in global issue volume. To learn more, or shop the current collection, visit www.vivaboxusa.com.

About Sodexo

Sodexo (www.sodexo.com), founded in 1966 by Pierre Bellon, is a world leader in Food and Facilities Management services, with more than 355,000 employees on 30,600 sites in 80 countries. For Fiscal 2008, which closed August 31, 2008, Sodexo had revenues of 13.6 billion euro. Listed on Euronext Paris, the Group has a current market capitalization of 5.6 billion euro.

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