



Vivabox is one of the world's most innovative and successful businesses in the area of personal gifting. Since its U.S. launch in late 2008, it has been applauded by top editors, style makers, TV personalities, and consumers. It has been featured as a favorite gift idea on The Today Show, in Readers' Digest and Capitol File Magazine, as well as in top consumer blogs and Web sites.

### ABOUT VIVABOX:

Vivabox history traces back to Belgium where entrepreneurs created a product that had the tangibility and immediate pleasure of a traditional gift, while retaining the flexibility of a gift card. Since its inception, Vivabox has become an enormous success in Europe and that success is quickly now picking up speed in the United States. Vivaboxes are now sold in Belgium, the United Kingdom, France, Switzerland, Poland, Netherlands, Canada, Austria, and the United States. Vivabox was purchased by Sodexo Group in 2007 after entering the United States earlier that year.

Current product partners include:

- 1492 Food
- Apple
- American Folk Art Museum
- Bonnier Corporation
- Boqueria
- Café Español
- The Cloisters Museum & Gardens
- District Photo Inc.
- DreamGear
- Entertainment Weekly
- EO
- Euzkadi
- Flor de Sol
- Gorillapod®
- Gourmet Station
- Intrepid Sea, Air & Space Museum
- Jazzman's Coffee
- The Jewish Museum
- L'Occitane
- La Nacional
- Malaga
- Mamajuana
- Mansueto Ventures, LLC
- Mercat
- Meson Sevilla
- The Metropolitan Museum of Art
- MILLER PUBLISHING GROUP
- Museum of Arts & Design
- The Museum of the City of New York
- Music Skins
- My Wines Direct
- The National Academy Museum & School of Fine Arts
- National Geographic Society
- Numi Tea
- Obivia
- Oliva
- Omaha Steaks
- Outside Inc.
- Pamplona
- POCO
- Regal Entertainment Group
- Rubin Museum of Art
- Sala
- Sangria 46
- Salud
- Sol y Sombra
- Solera
- SpaFinder
- Time Direct Ventures, LLC
- Torani
- Urban Accents
- Whitney Museum of American Art
- Wine Spectator
- Xicala

### HOW IT WORKS:

You pick the theme, they try the samples and then *they* choose the gift.

Select the theme that you think your recipient would enjoy the most. He or she opens the box and enjoys the gift inside, which, depending on the theme could be a gift to try, taste or use. After enjoying the first gift, recipients can choose their final present by redeeming the enclosed gift card number on the Vivabox Web site.

The theme was chosen by you for a personal touch, but the actual gift was customized by the recipient. This ensures that you have given your recipient what he or she will most enjoy.

### ABOUT SODEXO GROUP:

Sodexo Group, founded in 1966 by Pierre Bellon, is a world leader in Food and Facilities Management services, with more than 342,380 employees on 29,000 sites in 80 countries. For Fiscal 2007, which closed August 31, 2007, Sodexo Group had revenues of 13.4 billion euro. Listed on Euronext Paris, Sodexo's current market capitalization is 6.5 billion euro.

### HOW TO ORDER:

Visit [www.vivaboxusa.com](http://www.vivaboxusa.com) or call 1-877-7000-BOX (269)

**PRESS INQUIRIES:** For samples or high res images, please contact C.Fox Communications at 301-585-5034 or [tina@cfoxcommunications.com](mailto:tina@cfoxcommunications.com). You can also access the online press kit at [www.cfoxcommunications.com/vivabox](http://www.cfoxcommunications.com/vivabox).