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HEADLINE NEWS FOR FLEXIBLE BENEFIT CUSTOMERS

Vebnet appoints new Head of PR

Vebnet, one of the leading suppliers of on-line flexible benefits, has appointed Kristine Nudds as its new Head of PR for the full service solution-led flexible benefits brand. New flexible benefits customers will benefit from strategic publicity campaigns to announce their state-of-the-art benefits facilities to employees and customers alike.

Kristine has a strong background in the field of communications, having worked for over 16 years with a number of blue chip client companies including Philips Lighting, Bayer, Novartis, Danone and Roche, directing and implementing strategic PR communication programmes.

Vebnet already boasts an exemplary track record and reputation within the market for flexible benefits and prides itself in offering companies a high quality, speedy, solution-led approach to generating staff loyalty, easing human resource administration and providing organisations with an enticing competitive advantage.

Kristine explains, "A knowledgeable, pro-active and thorough approach to publicity is of benefit to our customers who are able to exploit new HR facilities, such as flexible benefits, as a positive platform to communicate on a wider scale to their employees, customers and shareholders."

James Verner, sales and marketing director at Vebnet adds, "Through strategic reputation management, consistent positive communication, an ever-increasing catalogue of flexible benefits solutions and an open, friendly and can-do approach to

human resource challenges, we are confident that Vebnet will continue to perform exceptionally well and lead the way in the benefits technology field”.

Kristine will be responsible for strategic PR planning, with a particular focus on enhancing opportunities for customers to publicise their new flexible benefits schemes.

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Press enquiries

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About Vebnet

Vebnet specialises in the development, deployment and support of internet based technology for flexible benefits and total reward statements. Founded in 2000 and subsequently listed on AIM (2003), Vebnet has rapidly become the leading provider of this technology. Through significant, specialist experience of the employee benefits market, Vebnet is able to identify the real business case behind implementing flexible benefits. This ensures that clients are able to achieve a rapid return on investment. Vebnet launched its FIX&FLEX product in 2002, which is now distributed via leading benefit consultants and a range of other strategic partners. Customers include Britannia Building Society, Heineken, Informa, JPMorgan, Nationwide, WC, SonyBMG and Virgin. www.vebnet.co.uk

- For Organisations, Vebnet solutions offer a branded vehicle to communicate the value of their total rewards, help differentiate themselves from competitors, harmonise terms and conditions and deliver tangible results to the bottom line.
- For HR, Vebnet solutions simplify benefits administration and strengthen reporting and management capabilities, aiding the campaign to recruit, motivate and retain employees.
- For employees, Vebnet solutions enable organisations to provide appealing and valued benefit choices and show individuals just how much investment is made into their benefit packages. Access is available 24/7 with internet connection for an intuitive and engaging experience.
- For global companies, Vebnet solutions provide the functionality to offer benefits to employees internationally, online and in multi-currency formats.
- A cost-neutral voluntary benefits programme from Vebnet bundles tax efficient salary sacrifice arrangements together, to offer employees more benefit choices.