

GEMPLUS SECURES A “ONCE IN A MILLENNIUM” OPPORTUNITY

Submitted by: Edelman Ltd

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- Initial scheme consists of 55,000 smart loyalty cards to be used across Europe.
- Gemplus combines smart card technology with magnetic stripe to double the benefits from a single multi-use card.

June 12th 2002: Gemplus International S.A. (Euronext: Sicovam 5768 and NASDAQ: GEMP), the world's leading provider of smart card enabled solutions, today announced a contract to create a multi-use customer loyalty scheme for Millennium and Copthorne Hotels. The initial contract is for 55,000 Millennium PartnerCards which will be used in the UK and across Europe. Similar launches will follow in the USA, Australasia and Asia, adding up to 250,000 further loyalty cards to the programme by 2003.

This is the first time Millennium and Copthorne Hotels has deployed a customer loyalty card scheme. The hotel chain believes it will become an integral solution to building closer relationships with customers, by providing a more convenient service. The Millennium PartnerCard programme has been developed in conjunction with Maritim Hotels, their strategic alliance partner, and will run alongside their recently launched PartnerCard programme. This means that cardholders can use their PartnerCard for every stay at a Millennium, Copthorne or Maritim hotel.

The loyalty cards, specially designed and manufactured by Gemplus, will combine both a smart card chip and magnetic stripe technology, allowing guests to double the technological benefits from a single card. Exclusive to the Millennium PartnerCard is the ability to programme the magnetic stripe on the card to be used as a key card during a member's stay. Furthermore the card's smart chip will hold details of the customer profile together with payment and rebate information. This data can then be analysed and monitored to allow Millennium and Copthorne Hotels to reward customers. One of the key benefits for all PartnerCard members is that they will receive a rebate on their total spend at a Millennium, Copthorne or Maritim hotel which can then be accumulated and used to pay for accommodation or meals at any hotel in the two groups. Extra benefits include a welcome drink, late checkout, free newspapers and discounts on weekend breaks and the company's dining programme.

“The international rollout of a multi-use loyalty solution is an exciting new venture for Millennium

Hotels and Resorts,” commented Tony Potter, Chief Operating Officer of Millennium & Copthorne Hotels plc. “Gemplus’ smart card solutions will allow us to reward our existing customers and gain a greater understanding of our growing customer base. The information stored on the smart chip will allow us to tailor our services over time to suit the preferences of our hotels guests.”

Hotels will be equipped with special “Ingenico” terminals at reception and points of sale. This terminal will read the chip in the smart card and transmit the day’s transaction data to be processed. Data for the whole programme will be held centrally and can be accessed by the terminals or on-line through a dedicated website. This will allow members to join online, see their rebate records and to make fast track reservations.

“Millennium and Copthorne hotels is a forward thinking organisation set to benefit from the advantages of smart card technology,” X commented from Gemplus. “This project proves that multi-use smart cards can capitalise on technological advancements to benefit the end user.”

- ENDS -

About Gemplus

GEMPLUS: the world's leading provider of smart card solutions.

Gemplus helps its clients offer an exceptional range of portable, personalized solutions that bring security and convenience to people's lives. These include mobile Internet access, inter-operable banking facilities, e-commerce and a wealth of other applications.

Gemplus is the only completely dedicated, truly global player in the Smart Card industry, with the largest R&D team, unrivalled experience, and an outstanding track record of technological innovation.

In 2001, Gemplus was the world number one in chip card shipments according to Gartner-Dataquest. Based on Eurosmart estimates, Gemplus shipped 34% of the worldwide market.

Gemplus trades its shares on Euronext Paris S.A. First Market and on the NASDAQ Stock Market as GEMP in the form of ADSs. Its revenue in 2001 was 1.0 billion Euros.

Gemplus: Beyond Smart

<http://www.gemplus.com>

About Millennium & Copthorne Hotels plc

Millennium & Copthorne Hotels plc is a dynamic, global hotel company, comprising 91 hotels in 17 countries around the world and is the 34th largest hotel group in the world. The group's range of four star and four star deluxe properties as well as their six new five star hotels reflect the individual characteristics of their location whilst delivering the high standards which today's business and leisure travellers require.

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