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# Lyoness Extends Involvement in Golf (FOTO)



*Wien, Austria (ots) –*

The Lyoness group of companies will be title sponsor of the Lyoness Open also for the next five years. Further, Lyoness announces cooperation with the Austrian Golf Association (ÖGV).

Picture is available via epa european pressphoto agency http://www.epa.eu/ and can be downloaded free of charge at: http://www.presseportal.de/pm/80888/lyoness-europe-ag?keygroup=bild

Lyoness continues its sponsoring activities in the top-division of golf: at the press conference, which was held on 3rd November 2014 in Vienna, the company announced that it will continue to be title sponsor of Austria's largest golf event until 2019. "Being part of the European Tour this tournament provides the ideal communication platform for networking with members and partners on an international level," company spokesperson Mathias Vorbach is excited about extending the involvement in golf. The Lyoness Open 2015 will take place from 11th to 14th June 2015 at Diamond Country Club in Atzenbrugg. Further, the status of the tournament will be enhanced: The prize money will be increased to 1.5 Million euro.

The Lyoness Open will be a green golf event also next year being committed to environmental protection and sustainability. As it has done in the last three years the Greenfinity Foundation, the Lyoness- owned environmental foundation, will take concrete measures in order to ecologically improve the golf tournament.

Ground-breaking partnership with ÖGV (Austrian Golf Association)

Lyoness took the opportunity to announce a long-term partnership with the Austrian Golf Association (ÖGV). From March 2015 the ÖGV membership card is planned to not only bear the Lyoness logo but also offer all of the advantages of a Lyoness Cashback Card. ÖGV card owners can make use of shopping benefits at selected Lyoness loyalty merchants and at the same time support youth work in their own club with every purchase made as soon as the card's Cashback function is activated. One per cent of the shopping turnover generated by using the ÖGV card in the Lyoness merchant network will benefit the project "Hello Juniors". Currently Lyoness and ÖGV are establishing the technical infrastructure as well as the merchant network for this partnership. Details concerning the partnership will be announced at the beginning of March in a special press conference.

About Lyoness

The Lyoness Group is dividing its three business areas into two brands: The Lyoness brand encompasses the shopping community and the loyalty program. Their target groups are consumers who want to save money by shopping with Lyoness (Cashback) and loyalty merchants who want to use an international multi-sector loyalty program. The Lyconet brand encompasses all network marketing activities of the Lyoness Group. Its target groups are self-employed people and companies. The Lyoness Group is currently active in 46 countries on all continents. Over 4 million members take advantage of the Lyoness benefits at over 40,000 loyalty merchants around the world. More at www.lyoness.com.

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Medieninhalte



*Lyoness Open, preview for season 2015, press conference. Image shows (f.l.t.r.: ) Christian Guzy (President Diamond Country Club), Herwig Straka (Managing Partner e|motion management gmbh), Austria's top golfer Bernd Wiesberger, Keith Waters (Chief Operating Officer and Director of International Policy of the European Tour), Mathias Vorbach (company spokesperson Lyoness), Ali Al-Khaffaf (Manager Golf Open Event GmbH), Edwin Weindorfer (Managing Partner e|motion management gmbh) and Gerhard Frühling (Board Member Austrian Golf Association). Photo Credit: GEPA-pictures/Lyoness Open. Further text via OTS and www.presseportal.de/pm/80888 / Use of pictures is free of charge. Please quote: "obs/Lyoness Europe AG"*

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