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Harris Williams & Co. announces the sale of Connexions Loyalty Travel Solutions, LLC (Connexions) - a Travel Leaders Group, LLC (Travel Leaders) subsidiary - to Affinion Group, Inc. (Affinion). The transaction is valued at approximately \$135 million. Harris Williams & Co. acted as the exclusive advisor to Travel Leaders. The transaction was led by [Jim Reinhart](#), [Eric Reimers](#) and [Matt Volinsky](#).

Connexions is the leading provider of loyalty rewards travel solutions in the United States on behalf of its clients and their loyalty program members. Connexions provides sophisticated and flexible loyalty rewards solutions to enhance customer retention by seamlessly linking loyalty program sponsors, program members, and travel suppliers through its online platform and best-in-class contact centers. The company fulfills loyalty program redemptions and accepts unique reward program currencies for millions of active program members in exchange for travel services, including air, hotels, car rentals, travel insurance, tours, cruises, and vacation packages. Connexions' attractive client base consists of Fortune 500 financial institutions, transaction processors, travel providers, and corporations.

Travel Leaders is one of the largest leisure and corporate managed business travel agency networks in the world, with a strong commitment to its vacation and business travel clients via a progressive approach toward each unique travel experience. As one of America's top ten-ranked travel companies, Travel Leaders has assisted millions of travelers through one of the industry's fastest-growing and robust networks of travel agents.

Affinion is the global leader in providing innovative marketing solutions that strengthen customer relationships while driving bottom line revenue. With more than 35 years experience and revenues of more than \$1.3 billion, Affinion helps generate significant incremental revenue for more than 5,300 affinity partners worldwide. These partnerships include many of the world's largest and most respected financial institutions, major consumer-driven corporations, and Fortune 500 companies

Harris Williams & Co. is the premier middle market advisor with a two decade legacy of sell side excellence serving clients worldwide. The firm is focused exclusively on the middle market providing sell side and acquisition advisory, restructuring advisory, board advisory, private placements and capital markets advisory services. For more information about Harris Williams & Co., please visit www.harriswilliams.com.

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For general inquiries, please contact our Richmond office at 804-648-0072.