

Accor Selects Infosys CommerceEdge™ To Drive Social Shopping Via Facebook

Bangalore & Paris, March 7, 2013: Accor, the world's leading hotel operator and market leader in Europe, has deployed the [Infosys CommerceEdge](#) platform to provide its customers with a social travel shopping experience. Visitors to www.accorhotels.com will now be able to seamlessly connect with their Facebook friends to seek opinions and share travel experiences as they choose their hotels.

The implementation of the CommerceEdge platform is across accorhotels.com which caters to more than 3,500 hotels across 92 countries and has over 200 million unique visitors per year.

Infosys CommerceEdge is a comprehensive eCommerce and social commerce platform that enables visitors to log into Accor's eCommerce website using their Facebook account, providing a simple connection and registration process. Visitors' actions can then be posted on their Facebook pages. These conversations will enhance the customer experience and help build wider visibility for the different hotel brands within the Accor group.

The platform's reporting and analytics capabilities will provide Accor with insights into customer behavior and their social interactions. It also provides Accor with a foundation for enabling access to the Accor websites via other prominent online social media networks in the future.

Vinciane Masure, New Media Strategy Director at Accor said, "It is crucial to provide our guests with simple and popular channels to engage with us. Infosys CommerceEdge plays a key role in ensuring this by enabling millions of registered customers to connect with their social networks and exchange information about their hotel experiences."

"Social shopping, where consumers engage with their social network in making purchase decisions, is redefining the future of online shopping and changing consumer behavior from 'buzz' to 'buy'", said **Samson David, Vice President and Global Head – Business Platforms**. "Infosys CommerceEdge includes a comprehensive set of social shopping capabilities which will help Accor increase traffic and enhance conversion."

Provided as a cloud based service, Infosys CommerceEdge enables scalability according to seasonal peaks, demand-generating campaigns and expansion across geographies.

Additional resources

- Infosys CommerceEdge video: <http://www.infosys.com/richmedia/edge/Infosys-CommerceEdge-product-demo.htm>
- Infosys CommerceEdge brochure: <http://www.infosys.com/commerceedge/resources/Documents/drive-better-results-business.pdf>
- White Papers:
 - Commerce for the Digital Consumer: www.infosys.com/commerceedge/resources/Documents/commerce-digital-consumer.pdf
 - Smart, Social and Satisfying - The Future of Shopping in the Age of Social Commerce : <http://www.infosys.com/socialedge/resources/Documents/shopping-age-social-commerce.pdf>
- Infosys Travel and Hospitality sector: www.infosys.com/industries/hospitality-leisure/Pages/index.aspx
- Digital Consumer Blog: www.infosysblogs.com/digital-consumer/

About Infosys

Infosys partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys #19 among the top 100 most innovative companies. As a leading provider of next-generation consulting, technology, and outsourcing solutions, Infosys helps clients in more than 30 countries realize their goals. Visit www.infosys.com and see how Infosys (NYSE: INFY), with its 150,000+ people, is Building Tomorrow's Enterprise® today.

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise. www.accor.com | www.accorhotels.com

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2012 and on Form 6-K for the quarters ended June 30, 2012, September 30, 2012 and December 31, 2012. These filings are available at <http://www.sec.gov>. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company unless required by law.

For further information please contact:

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| <p>EMEA Paul de Lara Infosys, United Kingdom Phone: +44 2075162748 Paul_delara@infosys.com</p> | <p>Asia Pacific Abhijith Karthikeya D Infosys, India Phone: +91 80 41563373 Abhijith_Damodar@infosys.com</p> |
| <p>Australia Cristin Balog Infosys, Australia Phone: +61 3 9860 2277 Cristin_Balog@infosys.com</p> | <p>Americas Danielle D'Angelo Infosys, United States Phone: +1 510 859 5783 Danielle_DAngelo@infosys.com</p> |