

LoyaltyMatch OnDemand and Customer Connect Loyalty Sign Reseller Agreement to Expand into Europe

Ireland-based Customer Connect Loyalty newest reseller of LoyaltyMatch OnDemand Software as a Service platform

Kitchener, Ont. – February 28, 2011 -- LoyaltyMatch Inc. and Customer Connect Loyalty announced today that they have signed a Reseller Agreement to sell the LoyaltyMatch OnDemand loyalty program Software as a Service (SaaS) solution in The Republic of Ireland. The agreement provides Customer Connect Loyalty Ireland customers with access to LoyaltyMatch OnDemand solutions, as well as implementation and support services.

LoyaltyMatch OnDemand offers the look and functionality of a customized loyalty program with the speed and reduced budget of an off-the-shelf product, without ever having to manage IT resources or maintain expensive infrastructures. It features a complete set of tools and powerful customization to allow the swift build-out of loyalty programs.

"We are very excited about our partnership with LoyaltyMatch. LoyaltyMatch has done a superb job in designing their SaaS package and in understanding our product development needs. The collaboration has been outstanding, and we look forward to building our business with the assistance of the LoyaltyMatch team." said Finbarr Malone, ceo of Customer Connect Loyalty. "That experience moved us to want to make the LoyaltyMatch tools we are using available to our customers."

Brad Ball, president and ceo, LoyaltyMatch Inc., said, "This focus on Ireland is a huge step forward in the international growth of LoyaltyMatch Inc. and the agreement confirms that LoyaltyMatch OnDemand is leading the way in the development of loyalty program related SaaS technology."

About LoyaltyMatch Inc.

Founded in 2006, LoyaltyMatch Inc. is the loyalty program computing company with a product portfolio that includes *LoyaltyMatch OnDemand™*, and *Social Loyalty™*. LoyaltyMatch OnDemand (www.loyaltymatchondemand.com) provides cloud-based loyalty management platform with social loyalty engagement (www.social-loyalty.com). Together they offer the fastest path to the development and delivery of loyalty programs and have revolutionized the way businesses manage customer value. LoyaltyMatch Inc. is based in Kitchener, Ontario, Canada.

About Customer Connect Loyalty

Customer Connect Loyalty was established in September 2009 to fill the void that exists in loyalty marketing, systems and technology. The Customer Connect Loyalty team has more than 30 years of experience and a unique approach based on openness and accountability. Customer Connect Loyalty has positioned itself as the Ireland lead provider to both stand alone and multi outlets in the field of loyalty. Customer Connect Loyalty is based in Newbridge, County Kildare, Ireland. Additional information is available at (www.customerconnectireland.com)

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