

LOYALTYMATCH INC STENGTHENS ITS ADVISORY BOARD

Former Maritz Canada and Interbrew North America senior executives bring more marketing and loyalty expertise to leading loyalty program computing company

Kitchener, Ont. – January 26, 2011 -- LoyaltyMatch Inc today announced that William C. Brown, former COO of Maritz Canada, and Larry Innanen, former EVP and general counsel for Interbrew North America, have joined the company's Advisory Board.

William C. Brown is an accomplished leader and business strategist who has demonstrated his capabilities across a variety of industries including marketing services, technology and outsourcing within leading organizations with growth mandates to capture emerging market opportunities and build high performance businesses.

Larry Innanen is a seasoned, senior executive who has had a broad range of business and legal experience during his career included the negotiation and drafting of material contracts as well as the completion of a number of significant divestitures, mergers, acquisitions, financings and joint ventures.

"The addition of Mr. Brown and Mr. Innanen and the knowledge they bring will be invaluable as we add new products and services to our OnDemand software products and additional features for our LoyaltyMatch.com members," said Brad Ball, president and ceo, LoyaltyMatch Inc. "We are thrilled that we have their experience and expertise available to us as we continue to grow and move forward."

About LoyaltyMatch Inc.

Founded in 2006, LoyaltyMatch Inc. is the loyalty program computing company with a product portfolio that includes *LoyaltyMatch OnDemand™*, and *LoyaltyMatch.com™*. LoyaltyMatch OnDemand (www.loyaltymatchondemand.com) provides cloud-based loyalty management technology with a social loyalty solution (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. The company's LoyaltyMatch.com social commerce portal is the first person-to-person global marketplace that facilitates the conversion of frequent flier miles and other loyalty program member points into cash or merchandise. LoyaltyMatch Inc. is based in Kitchener, Ontario, Canada.

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