

LoyaltyMatch Inc. Launches Social Loyalty Rewards Platform

LoyaltyMatch OnDemand extends cloud based-offering with Social Loyalty--a new way for companies to use location-based and social media applications to attract, retain and grow their customer base

Waterloo, Ont. – July 15th, 2010 – LoyaltyMatch Inc., the loyalty program computing company, today announced the launch of LoyaltyMatch OnDemand™ Social Loyalty, the industry’s first real-time social loyalty platform blending traditional tiered-based loyalty program offerings with social incentives, social interactions and gaming and social word of mouth.

Traditional loyalty programs and location-based applications focus on transactional or tiered processes leading to a discounted offer which does not always lead to increased customer loyalty. The LoyaltyMatch OnDemand social loyalty platform provides the ability to know who is “checking in” while leveraging influencers to encourage current and new customers to engage with the brand.

“LoyaltyMatch OnDemand is focused on customer loyalty that is community based, with a sense of collectiveness and sharing. What it doesn’t do is attempt to buy a customer’s loyalty. It creates a process to attract, retain and increase customer numbers within the context of rewarding members and non-members as they recommend, try, buy and repurchase,” said Brad Ball, president of LoyaltyMatch Inc.

The LoyaltyMatch OnDemand cloud-based platform includes communities and social application integration with Foursquare, Twitter, Gowalla, Yelp, Google Latitude and others, while providing in-program game based functionality, incentive engine, analytics, and member management. Gammazon, a gaming company, is already using LoyaltyMatch OnDemand for turnkey loyalty programs to drive attendance during tradeshow.

“Based on the high level of investment recently in companies such as Whirrl, Gowalla and Foursquare, it’s obvious that our self-funded operation is on the right track and providing something that consumers want,” added Ball. “Our customers want to incorporate our social loyalty process to monitor, engage and manage prospective and existing customer relationships by integrating location based services and social networking with traditional loyalty channels to create a participant ecosystem which transforms collaborative experiences into long term profitable relationships.”

LoyaltyMatch social loyalty resources include the website www.social-loyalty.com. Follow LoyaltyMatch on Facebook and Twitter @ [loyaltymatch](https://twitter.com/loyaltymatch) and join the conversation with #social-loyalty.

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 Waterloo, Ontario, Canada.

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