

LoyaltyMatch OnDemand and Conlin Incentive Group Sign Reseller Agreement

Conlin is now USA reseller and newest user of LoyaltyMatch OnDemand Software as a Service platform

Waterloo, Ont. – November 11, 2010 -- LoyaltyMatch Inc. and Conlin Incentive Group announced today that they have signed a Reseller Agreement to sell the LoyaltyMatch OnDemand loyalty program Software as a Service (SaaS) solution in the USA. The agreement provides Conlin's American customers with access to LoyaltyMatch OnDemand solutions, as well as implementation and support services. Conlin is already employing LoyaltyMatch SaaS software in its recently launched SuperSalesAchievers.com™ rewards redemption site.

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 SuperSalesAchievers. 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 Steve Conlin, ceo of Conlin. "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 is a huge step forward in the 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 *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.

About Conlin Incentive Group Inc.

Conlin is a family business with more than 50 years of experience, a range of proven products and a unique approach based on openness and accountability. Conlin designs simple, straightforward solutions that produce results by helping companies manage their key relationships --- with customers, channel partners, sales forces and employees --- more profitably. Conlin Incentive Group Inc. is based in Dallas, Texas. Additional information is available at (www.conlinincentivegroup.com).

- 30 -

Media Contact:

Bill Warelis
Director, Corporate Communications
LoyaltyMatch Inc.
905.599.9757
bill.warelis@loyaltymatch.com