



LoyaltyMatch Social Loyalty Gamification Platform Selected For Intuit Entrepreneur Day

Canadian company to demonstrate its innovative social loyalty Software as a Service gamification platform

Kitchener, ON – September 29, 2011 -- LoyaltyMatch Inc. announced today that following a rigorous review process it has been selected to present its *LoyaltyMatch OnDemand™* social loyalty Software as a Service (SaaS) gamification solution at the third annual Intuit Entrepreneur Day being held at Intuit headquarters in Mountain View, CA, on October 6, 2011.

LoyaltyMatch OnDemand is the first SaaS solution focused on enabling small and medium companies to gamify and integrate Facebook, Twitter and other social loyalty streams, web activities including reviews, comments or referring a friend, or mobile checkins or purchases, with offline activities including purchases or attending an event. OnDemand allows companies to collect and update a consumer's actions in real time providing marketing teams and SMEs with the tools and data needed to provide their customers with options that could influence what they buy.

"We are thrilled to be invited to this prestigious event. It's a exciting opportunity for us to meet with Intuit leaders to show them what our product, our technology, can do for their customers," said Brad Ball, president and ceo, LoyaltyMatch Inc. "Attending this event and gaining access to Intuit's millions of customers would be a pivotal step in our growth as a company," he added. "We see Intuit Anywhere, the latest option for developers to connect their apps to the Intuit Partner Platform, as another opportunity to add value for Intuit's and our customers. At LoyaltyMatch we are now beta testing the offering with the *LoyaltyMatch OnDemand* platform."

According to data released by M2 Research, the gamification market currently is worth approximately \$100 million and is expected to reach nearly \$2.8 billion by 2016.

About LoyaltyMatch Inc.

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

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