


LoyaltyMatch



What is LoyaltyMatch.com?

LoyaltyMatch.com connects members from 60 countries and more than 180 loyalty programs everyday, empowering them to find and discover loyalty program reward goods, services and experiences. LoyaltyMatch.com has indexed more than 1,000 sources from across the web to help members make informed decisions about what rewards are available, which programs they are available from and how they can be obtained.



shop and **compare** rewards from over 1000 loyalty programs worldwide

discover 100,000's of unique rewards

LoyaltyMatch, the only social commerce website focused exclusively on loyalty programs and rewards

search **discover** connect

What is it we do?

Search: Members search and compare rewards from their various loyalty programs (most people belong to 7-10 loyalty programs).

Discover: Members are empowered to leverage redemption opportunities from multiple programs. For example procure an iPod from their frequent flier program, an iPod player from their retail program and iTunes from their coffee club program.

Connect: Members can trade rewards with each other from various programs. For example if they want an iPod but it is unavailable in their program, they could request to trade the item with another member who is looking for an item in their program. Offering items between members exponentially expands a member's ability to fulfill their needs which creates greater affinity for each member's program.

LoyaltyMatch Community

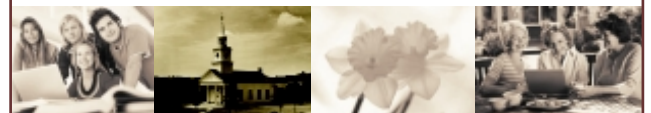
LoyaltyMatch.com promotes social responsibility by supporting over 500 global projects including AIDS research, clean drinking water, carbon offsetting, education and environmental causes through its community commerce feature. Providing nonprofit organizations, with a free and unique fundraising capability.

engage the social revolution with LoyaltyMatch communities

demonstrate the full power of grassroots fund-raising

easy to start and join

global presence



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"This could be the next big thing."
*Tim Winship,
SmarterTravel*

"...imagine a virtual stock market
for the eBay generation..."
*Michelle Higgins,
New York Times*

"LoyaltyMatch is extending the reach and value
of loyalty programs and their rewards,
which benefits both consumers
and the companies themselves."
Killer Startups

How can LoyaltyMatch help you?

Frequent Flier Programs:

- Lowering Cost of the Program: "Customers are quicker to buy merchandise, which costs the airline less to provide than air travel. There's a real opportunity to expand this area." *Dennis Cary, SVP, Marketing United Source: Cairns Chicago Business 2/10/08*
- Increasing Earn and Burn of Points: "There hasn't been a rush to redeem (in this economic environment). People are hoarding their miles." *Aeroplan CEO Rupert Duchesne Source: Globe and Mail, 2/28/09*
- Reduce program costs and uncertainty: Merchandise programs can better control the costs.
- No fuel hedging or variable component when compared to buying/filling seats.
- Incremental Revenue: all partnerships are designed to share and create incremental revenue.

Frequent Guest and Travel Reward Programs:

- Linking members' emotional experience to your brand: Customers want to redeem when they want, for products or services that they want. Increased selection provides increased emotional connection.
- Harder economic times have caused many to seek more flexibility and choice in rewards. These rewards give members more ways to redeem points for the kinds of things they really want and need.
- Incremental revenue: members are encouraged to use aggregated monies to book a hotel room with their preferred loyalty program. Filling empty beds.
- Incremental Revenue: all partnerships are designed to share and create incremental revenue.



search

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connect

"I think I just heard a cheer from business class."
*Jim Ferri,
Ferri & Partners*

"The breadth of LoyaltyMatch's
programs is impressive..."
takeoffeh.com

"The concept (of LoyaltyMatch) is very good...
LoyaltyMatch will become very popular
at the mass level"
*Barry Nabatian,
Market Research Group*

LoyaltyMatch Ecosystem Partners:



LoyaltyMatch Affiliate Partners:



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