



- The first person-to-person marketplace where loyalty program points and miles can be turned into cash and merchandise.
- The only global community allowing the safe and convenient conversion of points, miles and other promotional currency into cash or merchandise, entertainment and leisure attractions, services and more.
- Membership is free for buyers and sellers and confidentiality is secured.
- Membership in a loyalty program is not required for LoyaltyMatch.com membership or for shopping and buying merchandise from other members.
- Membership includes people from 50 countries, at present.
- Members have access to an unlimited selection of rewards in thousands of categories from more than one hundred loyalty programs.
- The first transaction is free for new members. Each subsequent transaction is \$1.99 CND.
- LoyaltyMatch donates 1 % of funds generated by each transaction to the Canadian Cancer Society and World Wildlife Fund.
- LoyaltyMatch Community Commerce™ is helping fundraisers as groups of donors can now band together, convert their points and miles into cash, and donate the money to the cause of their choice.
- Loyalty programs also benefit by the potential to reduce billions of dollars of financial liability that unused points and miles leave on corporate balance sheets each year.
- A patent for the LoyaltyMatch.com solution is pending.
- LoyaltyMatch.com is VeriSign secured and is a certified licensee of the TRUSTe® Privacy Seal Program.
- LoyaltyMatch.com is owned and operated by LoyaltyMatch Inc., which is based in Waterloo, Ontario, Canada.

###

September 1, 2008