



## **LOYALTYMATCH.COM THE ONLY PLACE WHERE LOYALTY PROGRAM MEMBERS CAN REWARD THEMSELVES WITH CASH**

*First person-to-person global marketplace enables loyalty program members to convert points and miles at low cost*

**Kitchener, Ontario – February 6, 2008** – LoyaltyMatch Inc. today launched [LoyaltyMatch.com](http://LoyaltyMatch.com), the first person-to-person marketplace that enables loyalty program members to convert their loyalty program points and miles into cash and offers shoppers the ability to trade or buy reward merchandise, services and entertainment and leisure activities. Loyalty programs will benefit directly through expansion of their offerings to online shoppers and the potential to reduce the billions of dollars of financial liability that unused points and miles leave on their corporate balance sheets each year.

[LoyaltyMatch.com](http://LoyaltyMatch.com) encourages its members to collaborate and create a community around the trading, buying or selling of merchandise by leveraging their loyalty program points or miles. The patent-pending approach ensures loyalty program members can acquire cash, while shoppers acquire goods or services that they cannot obtain directly from loyalty programs. Shoppers don't need to be a member of any loyalty programs.

“Loyalty program members have been looking for a convenient and secure way to end the frustration caused by an inability to convert their points and miles to what they really want,” said Brad Ball, co-founder; president and ceo of LoyaltyMatch Inc. Ball used the example of airline loyalty programs to illustrate his point. “People often find it difficult to trade their miles for seats on flights when they want them. In the end the miles go unused. At LoyaltyMatch.com they'll be able to turn those miles into cash at a fair price. That cash can then be used to get the flights and travel services they seek or for any purpose they desire including paying a debt, donating to a favorite charity or just having fun.

The service is available now and all new member first transactions through the marketplace are free. Subsequent transactions are \$1.99 CAD each. In addition, 1 % of the funds generated by each transaction will be donated evenly to the Canadian Cancer Society and World Wildlife Fund.

### **The [LoyaltyMatch.com](http://LoyaltyMatch.com) Person-To-Person Marketplace**

#### *Online Shopper Benefits*

- The ability to shop for loyalty program products and services and negotiate a fair price
- Membership to a loyalty program not required to shop

#### *Loyalty Member Benefits:*

- Promotional currency or miles and points are valued as real currency and members set their own exchange rates
- Increased selection of merchandise for redemption
- Liquid rewards allowing the purchase of travel services for the date and time desired

#### *Loyalty Program Parent Company Benefits:*

- Loyalty programs married to parent companies, such as airlines and hotels, are able to receive booking revenue (versus incremental loyalty program revenue) increasing inventory yield

*Loyalty Program Benefits:*

- Faster revenue recognition and earn rate, and decreased contingent balance sheet liability
- Improved customer loyalty and brand preference
- The opportunity to create instantaneous relationships with the global loyalty program ecosystem

**About LoyaltyMatch Inc.**

Founded in 2006, LoyaltyMatch, which is based in Kitchener-Waterloo, Ontario, is the first person-to-person loyalty program marketplace. It enables loyalty program members to sell or trade points or miles for cash, goods and services not available through their loyalty programs. Online shoppers have access to an unlimited selection of loyalty program merchandise in thousands of categories. Website:

[www.loyaltymatch.com](http://www.loyaltymatch.com)

**Additional Information:**

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