



CASH FOR CAUSES AT LOYALTYMATCH.COM

New online service helps raise profile and cash for non-profit groups of all sizes and interests

Kitchener, Ontario – May 14, 2008 – LoyaltyMatch.comTM, the online marketplace for loyalty program miles and points collectors, is helping good causes large and small, national and local, to raise their profiles and funds through its new service [LoyaltyMatch Community Commerce](http://LoyaltyMatchCommunityCommerce.com)TM. Community Commerce is helping organizations overcome the challenge of fundraising as groups of donors are now able to convert their points and miles into cash and donate the money to charity.

Community Commerce also increases awareness by providing free Internet presence that extends the fundraising message to a targeted community and is already helping fundraising groups in Canada and the USA develop successful online campaigns. The service can broaden the donation and volunteer spectrum for any organization with little effort by extending the group's message to friends of friends. Joining LoyaltyMatch.com and creating a group for giving is free.

Recently the South Gloucester United Church near Ottawa, ON, created a group using Community Commerce.

“We are thrilled that Community Commerce gives our cause exposure on the Internet and a tool for people to give that we didn't have before,” said Minister Reverend Gordon Roberts. “The process is fast and easy to use and a tax receipt still comes from the church. That makes giving easier.” Reverend Roberts added.

LoyaltyMatch.com 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. Shoppers do not need to belong to any loyalty program to trade for or buy reward goods, services and entertainment and leisure activities. LoyaltyMatch.com members collaborate and create a community around the trading, buying or selling of merchandise by leveraging their loyalty program points or miles. The first transaction for new members is free and subsequent transactions are \$1.99 CAD each. In addition, 1 % of the funds generated by each transaction are donated evenly to the Canadian Cancer Society and World Wildlife Fund. LoyaltyMatch.com is owned and operated by LoyaltyMatch Inc., which is based in Kitchener, Ontario, Canada.

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