



LOYALTYMATCH.COM TRANSACTIONS FREE DURING AUGUST

Online shopping and travel website helping members cope with current hard times by making all transactions free

Waterloo, Ontario, Canada – July 23, 2008 – LoyaltyMatch.comTM today announced a free month of transactions. LoyaltyMatch.com is the online global marketplace for loyalty program miles and points collectors.

From August 1 through August 31, 2008, all transactions on LoyaltyMatch.com will be totally free, providing current and new members with extra money for back-to-school items or a vacation, or simply to add some cash to strained household budgets.

“Our members have been telling us in recent weeks that with the price of gas and everything else on the rise, LoyaltyMatch.com has been helping them stretch their household budgets,” said Brad Ball, president and ceo of LoyaltyMatch Inc. “This program is our way of helping them stretch it even more during this busy time of year.”

Waiving its fees will also be a boost to fundraising groups. [LoyaltyMatch Community Commerce](#)TM assists non-profit organizations large and small, national and local, by enabling groups of donors to convert their points and miles into cash and donate it directly to them.

“Membership at LoyaltyMatch.com is about *rewarding yourself*SM,” said Ball. “We’ve made the opportunity to obtain those rewards easier, and are thrilled that we are in a position that allows us to help our members.”

About LoyaltyMatch.com

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 or buy reward goods, services and entertainment and leisure activities. LoyaltyMatch.com members from 50 countries are collaborating and have created a community around the trading, buying or selling of merchandise by leveraging their loyalty program points or miles. LoyaltyMatch.com is owned and operated by LoyaltyMatch Inc., which is based in Waterloo, Ontario, Canada.

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