



LoyaltyMatch.com Named a Finalist for Red Herring Magazine's Top 50 Award

Online shopping center honored among the year's most promising private technology ventures in Canada

Waterloo, Ontario, Canada – September 1, 2008 –*Red Herring* magazine has named LoyaltyMatch.com™, the online global shopping center for frequent flier and other loyalty program miles and points collectors, as a finalist in this year's Canada Top 50 competition. The San Francisco based financial and technology magazine recognizes the most innovative and promising new companies each year.

"We are delighted to be acknowledged in this way by a magazine as influential as *Red Herring*," said Brad Ball, president and ceo of LoyaltyMatch Inc. "It's another indication that we are on the right path."

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. Each transaction is only \$1.99 CDN and 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 more than 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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