



LOYALTYMATCH.COM AND UPTAKE.COM PARTNERSHIP LAUNCHED

Cash for miles and points website combines with largest travel search engine to make travel planning easier and more accessible

Waterloo, Ont. and Palo Alto, Calif. – Nov 17, 2008 – LoyaltyMatch.comTM the online global marketplace for loyalty program miles and points collectors and the premier travel search and discovery engine UpTake.com today announced that they have joined forces.

Beginning in December, visitors to UpTake.com will be able to link directly to LoyaltyMatch.com where they can convert frequent flier and other loyalty program points to cash to help pay for the trip they are planning. LoyaltyMatch.com members now have the added benefit of being able to take advantage of the information available at UpTake.com with one click of a mouse.

"Our goal at UpTake.com is to make online travel planning easier, but finding the money for a trip has become difficult for many people these days," said Yen Lee, president of UpTake.com. "Joining forces with LoyaltyMatch.com means that we can also help people find cash to pay for the trips they want."

Brad Ball, president and ceo of LoyaltyMatch Inc. said, "The success of UpTake.com is not surprising with what it has to offer. But, what is equally impressive is that it has secured \$14 million in funding during what has been a difficult year for the economy. The stability that investment brings means that our members will be able to count on having a direct connection to UpTake.com, where they can be inspired and informed as they decide how best to use their hard-earned miles and points and make travel plans," Ball added.

About LoyaltyMatch.com

Launched earlier this year, 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. More information can be found at www.loyaltymatch.com.

About UpTake

Founded in 2006, UpTake has indexed more than 5,000 sources and 20 million travelers' opinions from across the web to help travelers make better decisions about where to go, where to stay and what to do. UpTake uses a travel ontology and natural language analysis to extract meta-tags from the collective intelligence of the Web and returns unbiased, personalized recommendations based on travelers' facts and feelings about [hotels](#), [motels](#), [camping](#), [beaches](#), [spas](#), [golf courses](#), [attractions](#) and [restaurants](#). The company is headquartered in Palo Alto. More information can be found at www.uptake.com.

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