

ROSS GOODWIN JOINS LOYALTYMATCH AS VP BUSINESS DEVELOPMENT

Loyalty program innovator to drive new client and partner expansion for online global marketplace

Waterloo, Ont. – Feb 4, 2009 -- LoyaltyMatch Inc. today announced that Ross Goodwin, formerly of Hewlett-Packard, has joined the company as Vice President of Business Development. In this role, Goodwin will lead new client and partner expansion, as well as play a critical role in the organization's strategic planning efforts.

"Ross's vision of the loyalty industry validates and complements the philosophy that has resulted in our success to date," said Brad Ball, president and ceo, LoyaltyMatch Inc. "We are excited to have such a well-respected industry innovator join us. His knowledge and experience will help us capitalize on our growth to date and to further shape the future of loyalty program currencies."

Goodwin is a pioneer of the loyalty landscape, playing a key part in re-defining the broader role that technology, research and dialogue play in customer engagement and experience in every form, including acquisition and retention programs. He is the former Manager of Corporate Loyalty for Hewlett-Packard, has held management roles with various market research firms including Satmetrix.

Goodwin brings over 20 years of experience in the loyalty industry to the company. He has earned a MBA degree from Berkeley and a Bachelor's degree from Sonoma State University.

About LoyaltyMatch Inc.

LoyaltyMatch Inc., which is based in Waterloo, Ontario, Canada, owns and operates LoyaltyMatch.com, which 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 55 countries and more than 180 loyalty programs 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 partners include UpTake.com and Sustainable Travel International. More information can be found at www.LoyaltyMatch.com.

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