

LoyaltyMatch and PlanetEye Partnership Launched

Online marketplace combines with one-stop shop for travel planning

Waterloo, Ont. – March 30, 2009 – LoyaltyMatch.comTM the online global marketplace for loyalty program miles and points collectors and PlanetEye the visual online travel planning destination, today announced that they have joined forces to better serve their members.

Visitors to PlanetEye 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. With a click of their mouse LoyaltyMatch.com members will now have access to the extensive destinations guides, trip-planning tools and location reviews from around the world that are available at PlanetEye. At the core of the PlanetEye travel planning service are *Travel Packs*, which are folders that members create to hold travel reviews, magazine articles and photos when planning trips anywhere in the world.

Brad Ball, president and ceo of LoyaltyMatch Inc. said, "PlanetEye and LoyaltyMatch.com are places that people go to search and discover new and exciting things. Both companies are committed to providing their members with the best possible experience when they visit the web sites. A partnership seemed the natural thing to do."

"Our primary purpose is to help people discover exciting destinations and make plans to visit them," said Butch Langlois, PlanetEye president and ceo. "This partnership with LoyaltyMatch.com is another way that we can assist our members by helping them find cash to pay for those visits or merchandise they need for their trip."

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. More information can be found at www.LoyaltyMatch.com.

About PlanetEye

PlanetEye (planeteye.com) is a one-stop destination for all your travel planning needs. Featuring a powerful planning tool; geotagged photographs; mapping technology and extensive content, PlanetEye is designed for travelers who want a new way to explore where to go and what to do. PlanetEye is a one-stop destination for all your travel planning needs. It's a new and exciting way to explore and learn about where to go and what to do - be it around the corner or halfway around the world.

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