



## **LoyaltyMatch Inc. Launches Software as a Service Platform**

*LoyaltyMatch OnDemand SaaS platform allows development of online customer loyalty programs with social media integration*

**Waterloo, Ont. – April 21, 2009** – LoyaltyMatch Inc. today launched *LoyaltyMatch OnDemand™*, a Software as a Service (SaaS) platform for developing web-based customer loyalty programs. *LoyaltyMatch OnDemand*, offers a variety of unique features enabling powerful customization, easier integration and the best possible end-user experience. *LoyaltyMatch OnDemand* has no up-front fees. Clients pay as they go and could see a return on investment right away.

“The web-based, centralized architecture provided by the LoyaltyMatch platform allows us to take advantage of the benefits of technology without the burden of support so that we can focus our attention on satisfying customers” said, Sherry Colborne, CEO, BeTheDriver Rewards.

LoyaltyMatch OnDemand delivers a complete set of tools and powerful customization to allow the swift build-out of loyalty programs. Core functions include:

- Catalogue Management – Merchandise and reward catalogue.
- Reports and Dashboard – Activity management capabilities and real-time program information.
- Program Management – Simple program management without the need for IT involvement.
- Customer Database Integration – Consolidated customer database.
- Social Community – Interface with Facebook, Bebo, Hi5 and other social networks.

“In addition to offering leading loyalty program features, *LoyaltyMatch OnDemand* platform is the first loyalty program SaaS solution to provide social media integration” said Brad Ball, president of LoyaltyMatch. “LoyaltyMatch OnDemand makes it simple for our clients to customize the application to fit the unique needs of their company, industry and most importantly, their customers.”

For more information on how to take advantage of LoyaltyMatch’s OnDemand platform, visit: [LoyaltyMatch.com/ondemand](http://LoyaltyMatch.com/ondemand).

### **About LoyaltyMatch Inc.**

LoyaltyMatch Inc. is based in Waterloo, Ontario, Canada, and is the leader in loyalty program social media solutions. In addition to *LoyaltyMatch OnDemand*, LoyaltyMatch Inc. owns and operates LoyaltyMatch.com, which is the first person-to-person global loyalty program marketplace. LoyaltyMatch.com members from 60 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. For more information visit: [LoyaltyMatch.com](http://LoyaltyMatch.com).

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