

LoyaltyMatch Inc. Issues Statement To Correct Associated Press Error

Waterloo, Ont. – July 24, 2009 – *Brad Ball, president and CEO of LoyaltyMatch Inc. and co-founder of LoyaltyMatch.com™ the online global marketplace for loyalty program miles and points collectors issued the following statement.*

On July 22 the Associated Press distributed a story that was published widely by the media in the USA under the title “For some fliers, trading miles is the way to go”. The story focused on an online service that enables frequent flier miles collectors to sell and swap their miles. LoyaltyMatch.com, was referred to within the story as another site providing the same service. The information was incorrect.

LoyaltyMatch.com does not allow the barter, sale or exchange of points or miles, mileage credit, airline reward travel, or mileage tickets.

Had the writer checked he would have seen that LoyaltyMatch.com is the first and only person-to-person global marketplace that facilitates the conversion of frequent flier miles and other loyalty program member points into cash or merchandise from the member’s loyalty program or between members.

As it was, the reference to LoyaltyMatch.com was a disservice to our members, our partners and the charities that are supported with each transaction and could have a detrimental effect on our business. AP has ignored our request that the error be corrected.

About LoyaltyMatch Inc.

LoyaltyMatch Inc., which is based in Waterloo, Ontario, Canada, owns and operates LoyaltyMatch.com. 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. More information can be found at www.LoyaltyMatch.com.

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