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DIRECT MARKETER BUILDS ON SUCCESS OF GROUND BREAKING HOME IMPROVEMENT PROGRAM WITH EXPANSION INTO RETAIL SECTOR

Smart Circle International's™ Face-to-Face Consumer Outreach Generates \$50 Million in Added Sales for Home Improvement Contractors and Retailers

DALLAS, September 11, 2007 – Building upon the success of a revolutionary lead generation service launched earlier this year for home improvement businesses, Smart Circle International™ announces the expansion of its breakthrough approach into retail markets. Just weeks after the referral marketing leader qualified its 50,000th customer lead, The Smart Circle is expanding its lead generation service to help boost traffic and generate never-before tapped customers in retail locations such as Home Depot, Sam's Club, K-Mart, Fred Meyer and BJ's Wholesale Club.

The Smart Circle's effective face-to-face marketing approach continues to increase traffic and customer loyalty for local and national businesses alike, from independent companies to restaurant chains and sports teams. Having served as a valued marketing partner to a variety of business categories for nearly 20 years, The Smart Circle has introduced an industry-changing lead generation model at a time when restrictions such as the "Do Not Call" list left home improvement businesses with limited options for recruiting new customers.

Just four months since the program's launch, The Smart Circle has helped home improvement companies throughout the United States and Canada generate more than \$50 million in sales.

“We want to help companies thrive despite increased restrictions in some sectors. This means bringing them a consistent flow of prospective clients so they can focus on the quality of their service instead of the quality of their leads,” said George Graffy, president of Smart Circle International. “Our lead generation service is already being used by companies throughout North America, including 50 of the top 200 U.S. remodeling firms, and further supports our broader growth plans throughout North America and Europe.”

HOW IT WORKS

The Smart Circle’s network of professional distributors partners with home improvement companies with a presence in popular national retailers, such as Home Depot and specialty club stores like Sam’s Club, and approach prospective customers on site. Stationed at kiosks throughout these select retail locations, distributors present shoppers with the opportunity to receive a free estimate on a variety of home improvement services, ranging from window and siding installation to professional paint services.

After securing interest, Smart Circle distributors connect the potential customer directly to the retailer’s customer care representative to collect more information. The Smart Circle’s job is complete once they’ve secured a definitive date and time for the first appointment and the service provider is then free to follow through on the lead.

“The Smart Circle has adapted their referral marketing model to the home improvement arena because there is a genuine need among all businesses in the industry for a better means of securing quality leads,” says Rick Grosso, long-time home improvement business trainer and consultant. “With private companies continuing to reap the rewards of The Smart Circle’s program support, it is only natural that the model be applied to create much-needed service opportunities for retailers as well.”

WHAT’S NEXT

Boasting a current portfolio of successful on-going lead generation campaigns in 25 states and two Canadian provinces, the company has already extended its

breakthrough service into the United Kingdom. Pilot programs in the U.K. are already showing positive results mirroring the success of the parent program launched in North America.

With far-reaching field teams that can allow businesses to outsource lead generation efforts more cost-effectively, the home improvement industry can now target new and prospective clients by utilizing the expertise of a business whose core competence is bringing a client's product or service directly to the customer, face-to-face. Building upon an already extensive client portfolio of internationally-known brands, such as Pizza Hut, Hilton Hotels, and the New York Yankees, retailers and construction and remodeling companies can now tap into The Smart Circle's professional marketing services to dramatically grow their business.

About Smart Circle International

Established in 1989, Smart Circle International is the dominant force in referral marketing worldwide. Major companies turn to Smart Circle International to build traffic, enhance brand loyalty, fill unused capacity and generate new customers. Smart Circle International reaches consumers face-to-face through their community marketing networks which include the Public Sales Network, Private Sales Network and Fundraising Network to distribute promotional certificates on popular products and services on behalf of advertisers. <http://www.thesmartcircle.com/> [The Smart Circle], <http://www.smartcircleinternational.com> [Smart Circle International], and <http://www.smartcirclefundraising.com> [Smart Circle Fundraising] are trademarks of Smart Circle International, Inc. These trademarks should not be confused with <http://www.smart-circle.com/scinside.htm> [Smart Circle], a United Kingdom company or <http://www.circlesmartcard.com/default.php> [Circle Smart Card] Germany.

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