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INDOOR FOOTBALL LEAGUE KICKS OFF REFERRAL MARKETING CAMPAIGN TO FILL SEATS

**Industry-Leading Referral Marketing Firm - Smart Circle International® -
Partners with American Indoor Football Association (AIFA)
for Broad Community Outreach Campaign**

DALLAS, March, 2007 – Expanding on an already extensive client portfolio of major and minor league sports teams, Smart Circle International® has announced its first ever, league-wide partnership with the American Indoor Football Association (AIFA). The Smart Circle's one-of-a-kind referral marketing approach, which is currently used by dozens of professional and collegiate sports organizations, including The New York Yankees, Philadelphia 76ers, Orlando Magic and Atlanta Braves will now help boost traffic and enhance brand loyalty while generating never-before tapped customers for AIFA's 14 teams throughout the country.

“Smart Circle International's long-standing history of successfully supporting major players in the sports industry speaks volumes to its unmatched expertise in this field,” said Michael Mink, co-owner of the AIFA. “We want to introduce our league to a new segment of the sporting community and The Smart Circle brings the experience and professionalism we need to make that happen.”

Through this unique partnership, The Smart Circle will develop team-specific special value offers - such as free and discounted home game tickets, luxury box

seating, team memorabilia and other amenities - and introduce them to communities across the country in the form of its signature Smart Circle Cards.

“We’ve tried many marketing tactics in the past to raise awareness about our league and individual teams, but none have created that intrinsic fan interaction and loyalty we’re looking for,” said John Morris, co-owner of AIFA. “Through The Smart Circle’s innovative marketing technique and experienced field teams, we’re able to really cut through the clutter of less effective advertising and marketing tactics in a way that blends directly into our fans’ lives.”

The international company, which includes distribution offices in every major market in the United States, United Kingdom and Canada, harnesses the power of “referral marketing” to reach customers in their neighborhoods and in the workplace on behalf of its client partners. Now, local football fans will reap a wide range of benefits that they wouldn’t be able to access from anywhere else.

For a consumer sale price of \$29.99, the AIFA Smart Circle cards will offer:

- Four free and four buy-one-get-one free \$15 home game tickets
- \$200 off of a “On-the-Field-Experience” or Luxury Suite
- Twenty percent off of a souvenir purchase

The Smart Circle’s trained, professional field representatives will introduce these specially-designed promotional offers directly to consumers in their communities, whether at home or work.

In addition to supporting dozens of other professional sports organizations, The Smart Circle works with thousands of national and local businesses across North America and the United Kingdom to reach into communities and extend invitations to new customers on their behalf. The company’s distinctive marketing approach allows clients to reach out to their target consumers in a uniquely personal way that provides a level of convenience unmatched by traditional retail advertising models.

“We have more than 18 years of experience supporting well-known clients in everything from sports and entertainment to hospitality and food service, but this is the first time we’ve had the honor of supporting an entire league with our referral marketing program,” said George Graffy, president of Smart Circle International. “Our goal is not only to reward fans with great opportunities to see their local football team in action, but

to create fun events that friends and families can experience together for far less than they thought possible.”

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.

About American Indoor Football Association

Established in 2006, the American Indoor Football Association (AIFA) was formed with the mission of providing a vision and environment that enables independently-owned companies and the organization’s teams to successfully operate an indoor football league. With 15 teams located in cities across the country, AIFA strives to provide fans and community members with a unique and exciting indoor football experience. Current league teams include: the Canton Legends, Erie Freeze, Reading Express, Huntington Heroes, Johnstown Riverhawks, Danville Demolition, Pittsburgh Riverrats, Mississippi Mudcats, Tallahassee Titans, Florence Phantoms, Lakeland Thunderbolts, Carolina Speed, Baltimore Blackbirds, Montgomery Bears and Gulf Coast Raiders. For more information about the American indoor Football Association, visit <http://www.aifaprofootball.com>.

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