



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Rupa Patel (rupa@vollmerpr.com)

VOLLMER ♦ 972-488-4790

WITH HOLIDAY BUDGETS TOP OF MIND, CONSUMERS ENJOY SAVINGS WITH SMART CIRCLE INTERNATIONAL™ ACTION CARDS

From Dining To Entertainment, New Discount Cards Offer Greater Variety, Same Great Values On Local Products And Services

DALLAS, TX December 18, 2007 – Finding more ways to help consumers enjoy the activities they love for less than they thought possible, Smart Circle International™ announces the addition of dozens of new Smart Circle Action Cards™ just in time for the holidays. Expanding upon the company's already popular digital Smart Circle Cards™, which are customized promotions featuring special value offers from local businesses, the new Action Cards give consumers the same great values for a fraction of the traditional card price.

While consumers can still buy more extensive packages from The Smart Circle's advertisers in the form of Smart Circle Cards, offering values such as a dozen free tickets to a professional hockey game or 10 half-priced movie tickets for a local movie theatre, they now can opt to purchase a smaller sampling of offers from a single advertiser. With the addition of the new Action Cards, first-time customers can purchase smaller product and service packages, such as four discounted hockey tickets, averaging between \$75 and \$100 in immediate value for a reduced card price of \$5.

“Our Action Cards are designed to help people in communities across the country indulge in more of their favorite activities, like eating out with a group of friends

or taking the kids to their first ball game, without feeling restricted by cost,” said George Graffy, president of Smart Circle International.

The new line of special-value cards creates more chances for friends and families to spend time together during the holidays, providing group savings opportunities at local spas / salons, movie theaters, sporting events, restaurants and more. Already included in the Action Card roster are well-known local and national brands like Baskin-Robbins, Pizza Hut, National Tire & Battery, Tire Kingdom and Major League Baseball (MLB), among others.

Created to help consumers save on activities that fit into their everyday lives, the free and discounted incentives included in The Smart Circle’s Action Cards are available to consumers for between \$5 and \$10. So, whether it’s a college student short on cash, a parent on a tight budget or just a shopper looking for fun and cost-effective holiday stocking stuffers, they can feel confident they’re getting the most competitive values in the marketplace.

Beginning in January, Smart Circle International will introduce these high-value offers through digital Smart Circle Cards that are designed to be swiped at the counter through a credit card terminal, giving customers a convenient way to redeem their cards and a summary of their remaining offers with the receipt. The new cards will also have the ability to hold multiple client promotions on one digital card, allowing consumers to load these gifts with a variety of local products and services while staying under budget.

Designed to increase traffic, enhance loyalty and generate new customers, The Smart Circle’s one-of-a-kind discount cards provide a more effective way to introduce consumers to the products and services offered by local businesses. The cards, which are introduced through a network of trained field representatives, enable community members to reap a wide range of benefits that they won’t be able to access from anywhere else. Smart Circle International works with thousands of national and local businesses across North America to extend invitations to new customers on their behalf. This 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.

“With the holidays right around the corner, there’s more motivation than ever to stay budget conscious. Our new Action Cards allow consumers to sample the best offers from local establishments while businesses reap the benefits of attracting new customers during the busy holiday season.”

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