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FOR MORE INFORMATION:

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**Smart Circle International Announces Move
Of Texas-Based Corporate Office to New Part of Town**

*Referral Marketing Leader Shifts Long-Standing Texas Location
from Plano to Addison, Texas*

Addison, Texas, (Nov. 12, 2007) – Worldwide referral marketing leader, Smart Circle International™, announces the move of its Dallas area office from Plano to more centrally-located Addison, Texas. The international company, which also maintains a corporate office in Toronto, Canada, has made Plano its U.S. headquarters for nearly eight years. With the long-time, Texas-based office now located at 15851 Dallas Parkway, The Smart Circle and its network of independent distributors will continue to execute powerful referral marketing programs that generate positive word-of-mouth within thousands of communities across North America.

With corporate offices in California, Texas and Canada, along with hundreds of independent distribution offices still thriving across the country, The Smart Circle is able to provide unparalleled value to consumers looking for unbeatable deals on their favorite products and services and advertisers seeking to generate awareness in the community. Whether distributing on behalf of popular restaurants, car care brands or professional sports teams, The Smart Circle's unique community marketing network helps businesses connect with their customers face-to-face while making it possible for consumers to do more of the things they enjoy for less than they thought possible

“After nearly 20 years of success in North America, we look forward to continuing our effort of joining the best customer prospects with the most respected consumer brands,” said George Graffy, president of Smart Circle International.

The Smart Circle's proven marketing approach has helped national and international consumer brands – from Pizza Hut to the New York Yankees – significantly increase their business. Customized consumer promotions offered in the form of

professionally-produced Smart Cards build traffic by increasing frequency, filling unused capacity during off-peak periods and prospecting new customers.

In addition to supporting its advertising partners, The Smart Circle provides a ground floor opportunity for entrepreneurs to become involved in the direct sales business and reach consumers on behalf of respected international brands and local favorites. The company's business model continues to afford opportunities for full-time and part-time distributors to sell popular products directly to consumers at home and work.

"Our approach continues to be an all-around win for local businesses, distributors, and customers, proven by the immediate results they've seen in sales and increased traffic," said Graffy.

Texas Location Details:

Smart Circle International
15851 Dallas Parkway
Suite 725
Addison, TX 75248

About Smart Circle International

Established in 1989, Smart Circle International (<http://www.smartcircleinternational.com>) 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.

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