



**FOR IMMEDIATE RELEASE**

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## **SMART CIRCLE INTERNATIONAL™ HONORED WITH MEMBERSHIP INTO DIRECT SELLING ASSOCIATION**

**DALLAS, July 31, 2007** — Worldwide referral marketing leader, Smart Circle International™, was recently approved as one of the newest members of the Direct Selling Association (DSA). Recognized for its ongoing dedication to enforcing ethical business practices and consumer service in the field of direct sales, the DSA serves as the national trade association of leading firms that manufacture and distribute goods and services sold directly to the public. The Smart Circle is proud to announce approval of its application for membership in the nearly century-old organization.

Supported by an extensive client portfolio of internationally-known brands, such as Domino's Pizza, Hilton Hotels, Subway and professional sports teams such as the New York Yankees and the Miami Heat, The Smart Circle's referral marketing formula has helped thousands of entrepreneurs recognize their professional dreams for nearly two decades. This opportunity not only translates into individual success for entrepreneurs, but brand building success for clients as The Smart Circle's professional sales force takes their products and services into communities and homes across the country.

As is required for all companies seeking admittance into the organization, The Smart Circle successfully completed a one-year “pending membership” period during which time the DSA reviewed the company to ensure complete compliance with all provisions of the DSA Code of Ethics. The Code of Ethics is a strong self-regulatory document that includes provisions requiring truthful disclosure of product information regarding price, grade, quality, quantity and availability. The Code also expressly prohibits pyramid schemes, deceptive or unlawful consumer or recruiting practices, misrepresentation of earning or sales potential, inventory loading and unreasonable entrance fees.

“The members of the Direct Selling Association pride themselves in their commitment to the highest standards in business ethics,” said DSA’s President Neil Offen. “By applying for membership in the association and going through a rigorous approval process, these companies are saying they take their ethical obligations to their field sales force and to the ultimate customer seriously and are willing to make a public pledge to that effect.”

The Smart Circle’s business model harnesses the power of “referral marketing” to create entrepreneurial opportunities for individuals across the country. Over the past 18 years, The Smart Circle has become an expert in the development and execution of targeted referral marketing programs that generate positive word-of-mouth referrals for its clients. By thoroughly educating distributors about the client’s business, how to best promote it, and how to present it to the public, The Smart Circle achieves exceptional results for its clients and field distributors alike.

The international company, which includes distribution offices in every major market in the United States and Canada, has established a broad advertising base to help distributors sell special value offers for marquis clients in business categories ranging from professional sports, entertainment and travel to day spas, resorts and more. By partnering with respected brands to develop Smart Circle Cards that offer more value to community members, sales distributors are able to help consumers do

more of what they enjoy for less than they thought possible while creating a solid income for themselves.

“Our membership in the DSA serves as yet another testament to the quality opportunity we provide eager and talented entrepreneurs across the country,” said George Graffy, president of Smart Circle International. “We pride ourselves in creating smart solutions for individuals who are driven to find a better financial future for themselves while helping businesses in need see true results. Our affiliation with a respected organization such as the DSA only reaffirms our pledge to continuing an ethical and effective business model that positively impacts everyone.”

### **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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