



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Rupa Patel (rupa@vollmerpr.com)

VOLLMER ♦ 972-488-4790

SMART CIRCLE INTERNATIONAL™ LAUNCHES BREAKTHROUGH MARKETING PROGRAM FOR HOME IMPROVEMENT INDUSTRY

**Community Marketing Leader Supports Growth of \$300 Billion Home
Improvement Industry Through Face-to-Face Lead Generation Approach**

DALLAS, Texas, May 9, 2007 – Worldwide referral marketing leader, Smart Circle International™, announces the launch of a breakthrough lead generation program designed to help home improvement companies maintain a more productive business while supporting future growth. Despite its position as the fastest growing industry of the 21st century, the home improvement sector has desperately sought new ways to secure customer leads in the wake of tighter restrictions on previous marketing methods. In response, Smart Circle International pioneered a program that secures quality leads for dealers through a unique door-to-door community canvassing strategy.

As an established consumer brand in business for nearly 20 years, The Smart Circle's alternative marketing approach has allowed businesses, from major restaurant chains to sports teams, to increase traffic and customer loyalty. Now it's helping home improvement businesses grow and flourish at a time when restrictions such as the "Do Not Call" list have been hitting them the hardest.

"Based on my experience and contact with hundreds of home improvement companies, the number one challenge in the industry today is getting quality leads in a cost-effective manner," says Rick Grosso, long-time home improvement business trainer and consultant. "And, with the advent of the "Do Not Call" list, the industry's primary source of lead generation

has weakened. But, The Smart Circle's program has created a way to make up that loss in a more professional and efficient way."

The Smart Circle's far-reaching field teams provide home improvement companies with the ability to outsource lead generation more cost-effectively. Now they can better target new and potential clients by utilizing the expertise of a business whose core competence is focused on 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, construction and remodeling companies across the U.S. can now tap into The Smart Circle's professional marketing services to grow their business.

HOW IT WORKS

The Smart Circle speaks directly to homeowners in communities across the country via its network of professional field Distributors. These dedicated field teams approach homeowners with a simple offer of a free estimate on a variety of home improvement services, ranging from window installation to professional paint services. After securing interest, Distributors connect the potential customer directly to their client'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.

"Our goal is to eliminate the hassles of having to run these campaigns internally while making sure our home improvement partners receive a constant flow of the best leads out there," said George Graffy, president of Smart Circle International. "We generate better results than traditional marketing methods because we're able to qualify each and every lead face-to-face and offer a compelling service that the homeowner is already attracted to."

WHO MAKES IT WORK

With more than 2,000 full-time professional independent Distributors in the field, Smart Circle International reaches 30 million customers each year to distribute special values on popular products and services on behalf of advertisers. Company partners, ranging from professional sports teams to large businesses and corporations with thousands of locations, turn to Smart Circle International to increase their sales and utilize its customized consumer promotions to build traffic by increasing frequency, filling unused capacity during off-peak periods and prospecting brand new customers.

Its unique marketing model harnesses the power of “referral marketing” on behalf of its client partners through their expertise, community marketing networks and education programs.

- **Referral Marketing:** With more than 17 years of experience, The Smart Circle has become an expert in the development and execution of Referral Marketing Programs that generate positive word-of-mouth referrals within thousands of communities across North America;
- **The Smart Circle™:** The Smart Circle ensures that everyone’s interests are perfectly aligned – their business partners, their members, their customers – to create and sustain a buzz about their advertisers’ brands that spreads throughout the entire community;
- **Education:** Smart Circle International educates its members about the advertiser’s business, how to promote it, and how to present it to the public.

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.

More information about Smart Circle International is available at

www.smartcircleinternational.com and www.smartcirclecentral.com/worldbusrevw2.cfm