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SMART CIRCLE® INTERNATIONAL ANNOUNCES EXCLUSIVE PROFESSIONAL BASEBALL TICKET PACKAGES

‘America’s Favorite Pastime’ Sees Increased Attendance Through Customized Discount Campaigns

DALLAS, July 7, 2008 – With the professional baseball season in full swing, fans from across the country now have more opportunities to see their teams take the field through the launch of customized 2008 ticket packages. As the leader in referral marketing campaigns for well-known national and international brands, The Smart Circle’s targeted pro baseball packages present consumers with signature Smart Circle Cards containing specially-priced offers they can’t get anywhere else.

“With some already expecting to make sacrifices this summer due to everything from fuel costs to other economic pressures, these custom packages not only fill seats for our clients but also present a fun, affordable activity for families,” explains George Graffy, president of Smart Circle International. “For many, these values create the only opportunity for fans to see their favorite baseball team in action without breaking the bank, while helping drive attendance for baseball clubs seeking ways to be more accessible to a broader fan base.”

Reaching consumers through an extensive network of professional field representatives, The Smart Circle’s one-of-a-kind referral marketing formula presents

fans in communities across the country with cards containing special incentives designed by each team that can't be found anywhere else. The signature offers are easily accessible to consumers in several ways. Fans can purchase packages at home and at work through Smart Circle distributors and can also find the custom cards at more than 400 retail locations across the country, such as Sam's Club® and various grocery outlets.

Customized ticket packages are available for professional baseball teams across the country, including the Atlanta Braves™, Chicago White Sox™, Cincinnati Reds™, Cleveland Indians™, Kansas City Royals™, Los Angeles Dodgers™, New York Yankees™, Oakland Athletics™, Pittsburgh Pirates™, Seattle Mariners™, St. Louis Cardinals™, Texas Rangers™ and Washington Nationals™.

"Working with The Smart Circle to reach out to our community has had a huge impact on our attendance as well as the overall atmosphere at our games," said Josh Ziegenbusch, senior ticket sales manager for the Oakland Athletics. "I feel confident that nearly every business and household in the Bay Area was approached with our offer."

In addition to baseball, The Smart Circle partners with teams from the National Basketball Association (NBA), Major League Soccer (MLS), National Hockey League (NHL), East Coast Hockey League (ECHL), Western Hockey League (WHL), Southern Professional Hockey League (SPHL) and the United States Hockey League (USHL), among others, for community campaigns designed to help fans enjoy more of the teams they love for less than they thought possible.

With nearly 20 years of experience supporting well-known brands in industries ranging from sports and entertainment to hospitality and food service, Smart Circle International partners with businesses across the country to reach new customers on their behalf. Its unique approach allows clients to reach their community customer base in a more innovative and personal way, providing a level of convenience unmatched by traditional advertising models. For additional information about Smart Circle International's unique partnerships, please visit

<http://www.smartcircleinternational.com/testimonials.html>.

Smart Circle International Announces Newest Pro Baseball Ticket Packages

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The professional teams listed are trademarked as the property of their respective entities and do not belong to Smart Circle International.

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, Retail 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 registered 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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