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SMART CIRCLE® INTERNATIONAL HELPS SPAS GARNER CONSUMER INTEREST WITH EXPANDED VISIBILITY PROGRAM

Referral Marketing Leader Drives Traffic Through Exclusive Savings Packages for Target Consumer Groups

DALLAS, Texas - August 11, 2008 – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), announces the addition of 35 new salon and spa locations to its popular line of signature Smart Circle® Cards. Designed as a more cost-effective and targeted means of increasing visibility for participating spas and salons, the signature cards help drive traffic and introduce new customers through community outreach campaigns that present consumers with exclusive packages on popular spa services.

“Given the current economic uncertainties that are changing how many consumers choose to spend their money, especially as it relates to luxury items, it’s important for businesses to find more effective ways to fight through the competitive clutter and create a compelling value,” said Bill Brill, National Director of Smart Circle International’s spa / salon program. “Our cards provide an inexpensive solution that creates opportunities for consumers to enjoy their favorite products and services, from manicures and pedicures to massages and facials, for far less than they would normally pay.”

Since the company first introduced its Smart Circle Card concept to the spa industry seven years ago, the program has produced significant results for businesses across the country by increasing customer traffic and building a stronger brand presence in local communities.

“Through The Smart Circle’s spa program, our clients have the opportunity to benefit from a plethora of new customers coming through their doors,” said Brill. “Partnering spas have experienced a 25-30 percent increase in revenue after participating in our card program.”

With an average client return rate in the spa sector of 80 percent, The Smart Circle now provides marketing support to nearly 500 spas and salons in approximately 50 U.S. cities, including the Amadeus Salons & Spas chain in California.

“The results of our partnership with The Smart Circle far exceeded our expectations in terms of immediate results, direct client contact and overall customer interest, including a 30 percent increase in traffic in the first year,” says Susan Gaudino of Bella Bella Salon & Boutique in Encinitas, Calif. “Our staff was booked solid with clients from this program.”

All businesses partnering with The Smart Circle approve each and every offer to be included on their customized cards. Once the packages are finalized, the cards - which cost approximately \$40 and carry a value of three to four times the purchase price - are available to consumers at home and at work through a network of professional, independent distributors.

Besides receiving a high-value offering on their favorite products and services, customers also have opportunities to upgrade their Smart Circle Card offers to get additional spa services, such as upgrading a basic pedicure to a spa pedicure for a small additional cost.

In addition to spas, The Smart Circle continues to partner with a variety of businesses looking to build traffic, enhance visibility and generate sales leads more effectively and efficiently. Helping clients such as Pizza Hut and Hilton Hotels, The Smart Circle’s sales professionals serve as an extension of the brand by communicating their offering to consumers, allowing businesses to maintain a focus on providing the highest quality product and service for the customers.

The Smart Circle supports clients in a variety of industries, from travel, professional and independent sports teams, restaurants, movie theatres and area attractions, to home improvement service providers. This unique sales approach takes offers directly to consumers at their homes, businesses and via retail locations, giving clients a level of convenience unmatched by traditional advertising models.

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 its new retail program as well as long-standing 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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