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SMART CIRCLE INTERNATIONAL™ ANNOUNCES EXPANSION INTO UNITED KINGDOM

***Leading Referral Marketing Service Launches in Major UK Markets
to Meet Increasing International Demand***

CONCORD, Ontario, January 2007 — In reaction to growing demand throughout North America, Europe and Asia, Smart Circle International is spreading its wings with new office openings in the United Kingdom. As the leading force in referral marketing worldwide, the company's consumer brand, The Smart Circle™, has officially launched in London, Leeds and Manchester. Additional openings are projected throughout 2007 and into 2008 for areas, such as Dublin, Glasgow and Birmingham.

Now UK businesses will have the same access to Smart Circle International's professional marketing services which allow companies to talk to their customers face-to-face through special value offers that significantly increase traffic, enhance brand loyalty and generate new customers. Building upon its North American affiliate's extensive client portfolio of internationally-known brands, such as Pizza Hut, Hilton Hotels, Subway, the New York Yankees and the Miami Heat, a select group of local UK

business have already begun tapping into The Smart Circle's unique marketing approach.

"This is just the beginning of our expansion efforts as we introduce more businesses to the power of referral marketing," said George Graffy, president of Smart Circle International. "We provide smart solutions to help companies drive sales by reaching consumers directly at the office and at home with exceptional values."

Through its 2,000 full-time professional field representatives in more than a dozen countries, Smart Circle International already reaches more than 30 million customers each year to distribute special value cards on popular products and services on behalf of advertisers.

Company partners, which range from professional sports teams to large businesses and corporations with thousands of locations, turn to Smart Circle International to increase sales. Customized consumer promotions build traffic by increasing frequency, filling unused capacity during off-peak periods and prospecting brand new customers.

"We've sold more than \$100,000 dollars worth of tickets through The Smart Circle and have grown our database for future promotions as well," says MacKenzie Silverio, director of ticket sales for the NBA Boston Celtics. "For every person that buys a discount card, that's a client of ours for years to come."

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:** Over the past 17 years, 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.

The international company, which includes distribution offices in every major market in the United States and Canada, **reaches customers in their neighborhoods and in the workplace** through a variety of distribution methods, such as its signature outreach programs which target a larger trade area and feature marquis clients in professional sports, entertainment, travel, day spas, resorts, and other categories seeking to reach working women and men.

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

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