



**FOR IMMEDIATE RELEASE**

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## **SMART CIRCLE INTERNATIONAL™ EXPANDS SPORTS PORTFOLIO WITH NEW TEAM PARTNERSHIPS**

### **Pro Hockey Teams Draw Increased Attendance Through Proven, Customized Community Marketing Campaigns**

**DALLAS, October 23, 2007** – As the professional hockey season kicks off, fans across the country will have more opportunities to catch their favorite players in action with the addition of major and minor league teams to Smart Circle International's 2007-2008 community ticket packages. Building on a portfolio of successful promotional campaigns for NHL teams like the Dallas Stars and Florida Panthers, the leading referral marketing group's unique community outreach program helps teams reach existing and never-before-tapped customers in their hometowns.

Through signature marketing campaigns that create face-to-face interaction at work and at home between clients and consumers, The Smart Circle helps sports teams remain top-of-mind with community members. Each personalized campaign is created to fit the needs of the client and help cut through the barrage of competing promotions implemented by other sports programs within the market. The Smart Circle's fan packages for this season will include NHL teams such as: the Anaheim Ducks, Atlanta Thrashers, Columbus Blue Jackets, Dallas Stars, Florida Panthers, Los Angeles Kings, Phoenix Coyotes, St. Louis Blues and Nashville Predators. Additionally, promotions have been inked for teams in the East Coast Hockey League (ECHL), Western Hockey

League (WHL), Southern Professional Hockey League (SPHL) and the United States Hockey League (USHL).

Designed to increase traffic, enhance loyalty and generate new fans, The Smart Circle's one-of-a-kind referral marketing formula helps teams create exclusive, special-value offerings that incentivize consumers to enjoy games with friends and family. The cards, which are introduced to fans through a network of trained field representatives, enable community members to reap a wide range of benefits that they won't be able to access from anywhere else, such as free home game tickets, discounts on concessions and various "buy-one-get-one-free" ticket packages.

In addition to working with dozens of other professional sports organizations throughout the country, Smart Circle International works with thousands of national and local businesses across North America to extend invitations to new customers on their behalf. This approach allows clients to reach out to their target consumers in a uniquely personal way that provides a level of convenience unmatched by traditional retail advertising models.

"Our goal is not only to reward fans with a great opportunity to see their favorite hockey team in action, but to create a fun family or group experience that they'll remember," said George Graffy, president of Smart Circle International. "Our partnerships with these teams give consumers a better way to buy the services and activities they already love for far less than they thought possible."

### **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