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**COLLEGE SPORTS TEAMS TAP REFERRAL MARKETING
FIRM TO BOOST TICKET SALES**

***From Football to Track, Marketing Leader Smart Circle International™
Fills Seats for 2007 – 2008 School Year***

PLANO, Texas, September 12, 2007 – Expanding upon an extensive client list of professional and minor league sports teams, Smart Circle International™ announces the introduction of its 2007 - 2008 collegiate Smart Circle Card promotions. As the partner of choice for well-known brands across the United States, Canada and the United Kingdom, The Smart Circle is extending its proven referral marketing formula to boost sales for collegiate athletic programs including football, basketball and track, across the country.

With the introduction of this year's cards, college and university athletics programs -- from the University of Las Vegas Nevada Rebels to the Air Force Academy Falcons -- will benefit from an increase in overall attendance from existing and prospective fans in their communities. Exclusive Smart Circle Cards give fans the chance to experience the excitement of watching their favorite college teams for less than they thought possible through a variety of free and discounted ticket vouchers.

These special collegiate ticket packages include men's and women's teams from conferences across the country, including the Air Force Academy, the University of Las Vegas Nevada, San Diego State University, University of Tulsa, University of New Mexico, Portland State University, University of Missouri and University of California-Los Angeles.

"Our discount cards help everyone from college students to loyal alumni on a tight budget stay connected with their alma mater and enjoy the thrill of a high-energy college game," said George Graffy, president of Smart Circle International. "We've

already had great success helping professional teams and independent leagues across the NBA, MLB, NHL and AFL build broader fan bases throughout their markets. Our expansion into the collegiate arena has already proven just as successful with effective 2006 campaigns for California and Nevada area schools already in the books.”

The Smart Circle’s industry-leading business model creates customized consumer promotions featuring special value offerings and incentives and then presents them to customers in the form of a Smart Circle Card. By allowing businesses to talk to their customers face-to-face through a network of more than 50,000 professionally-trained independent distributors and developing value cards that offer discounts on products and services consumers already love, The Smart Circle can significantly increase traffic, enhance brand loyalty and generate new customers.

With 18 years of experience in the referral marketing industry and an extensive client portfolio of internationally-known brands, such as Pizza Hut, Hilton Hotels, Subway and the New York Yankees, The Smart Circle’s proven record of success demonstrates that consumers receive only the highest value of products and services available.

“Our value cards ensure collegiate athletics are accessible to all fans by making these events affordable and keeping teams visible within their community,” said Graffy. “We’re extremely proud of our success in the sports marketing arena and look forward to continuing and expanding our partnerships in the years to come.”

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

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