

**FOR IMMEDIATE RELEASE**

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## **SMART CIRCLE INTERNATIONAL™ LAUNCHES NEXT GENERATION CONSUMER PURCHASING TOOL**

*Direct Seller's Signature Product Adds Greater Convenience,  
Unmatched Value to Consumers and Merchants*

**PLANO, Texas, February 2008** – Smart Circle International™, the worldwide leader in referral marketing and direct-to-consumer sales, has announced that its popular Smart Circle Cards will now be available in a new digital format. With the introduction of a digital version of this one-of-a-kind value card, the company's customized marketing promotions will include a more enhanced suite of customer offerings and merchant options for a level of quality and convenience unmatched by traditional marketing models.

"We're excited to introduce this new concept into our referral marketing mix because it allows us to even better meet the needs of consumers and our advertising partners by strengthening our ability to drive traffic to specific stores, stadiums and service locations," said George Graffy, president of Smart Circle International.

"Consumers can use these cards for popular activities found right in their neighborhoods and around their communities and that creates values and opportunities that are unmatched in this industry."

The Smart Circle's new card, once only available to consumers in the form of a tear-away coupon card, includes an easy to use digital format that's designed to look and function like a gift card. Customers can now take advantage of special values on everyday activities, like getting their oil changed or taking in a movie, without the hassle of trying to redeem points or keep track of coupons. Also among the card's newly added features is the ability to hold multiple Smart Circle offerings from multiple businesses in one simple card. After purchasing through a merchant, whether it's their

local grocer or favorite sports team, customers are given a receipt including a summary of their usage making it easy to track which offers have been used and which are still available. Once the savings are “cashed in,” consumers can reload new offers online, giving them the ability to easily stock up on their favorite discounts and incentives at their convenience.

Meanwhile, merchants reap a number of new rewards as well, including a convenient processing application that allows them to scan the cards digitally with standard credit card terminals. This new ability allows participating advertisers to benefit from improved tracking and redemption capabilities and enables The Smart Circle to effectively monitor the purchase and use of specific client offerings and manage overall campaign efficiency and effectiveness.

## **PARTNERING WITH THE SMART CIRCLE**

Each customer incentive package created through The Smart Circle is developed in collaboration with the client to ensure that all offers are valid and redeemable. The Smart Circle then utilizes the power of referral marketing to deliver these special-value offerings to consumers face-to-face at retail stores such as Sam’s Club and Costco, as well as businesses and homes across the country.

Through a network of more than 50,000 professionally-trained field representatives, The Smart Circle offers customers a more personal and convenient way to purchase valuable offers from their favorite sports teams, restaurants, movie theatres and area attractions.

The Smart Circle reaches more than 30 million consumers a year on behalf of partnering business and merchant locations to help drive additional consumer foot traffic and generate increased new and return customers. With more than 18 years of experience in the referral marketing industry, The Smart Circle’s proven track record of success for organizations of all sizes and

specialties has created a client portfolio which includes local, small-town favorites and internationally-known brands, such as Pizza Hut, Hilton Hotels, Subway, the Los Angeles Dodgers and the New York Knicks.

### **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.

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