



FOR IMMEDIATE RELEASE

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**ALTHOUGH CONSUMERS ARE CUTTING MOST EXPENSES,
PURCHASE OF 'SMART CARDS' THRIVE THIS HOLIDAY SEASON**

*Smart Circle Cards® Offer Consumers on a Budget More Savings,
Variety for Holiday Shopping Needs*

DALLAS, TX December 18, 2008 – According to a recent Gallup poll, 46 percent of Americans will spend less on holiday shopping this season. While many retail sectors suffer, Smart Circle® International is seeing business boom through the sale of its signature Smart Circle Cards® that help consumers enjoy the products, services and activities they love. By delivering customized promotions for well-known brands, ranging from professional sports teams and popular vacation spots to other family entertainment venues, the exclusive value cards give holiday shoppers a wealth of gift, stocking stuffer and holiday activity options at a fraction of the regular price.

“A limited budget doesn’t mean the end to holiday cheer. What many consumers don’t realize is that they don’t necessarily have to cut back but rather need to identify today’s more savvy shopping alternatives,” explains George Graffy, president of Smart Circle International. “Our cards offer a multitude of purchasing options that can keep the season’s plans right on track.”

Perfect for parents looking for a fun, budget-friendly way to entertain the family during the holidays or an exhausted shopper in need of some quick stocking stuffers or creative gift add-ons, Smart Circle Cards have offers for a wide range of interests.

Some of The Smart Circle's® suggested gift choices include:

Stocking Stuffers: The Smart Circle offers great money-saving deals at popular eateries, such as Sonic and Quiznos, local arcades and race tracks, and savings opportunities at local florists and portrait studios.

Gifts: Find gifts for him or her with deals to popular travel spots, like Las Vegas and Maui, and discounts at various golf courses, spas, premium restaurants and ski resorts.

Entertainment and Sports: Whether playing host this year or spending a quiet holiday at home with the family, The Smart Circle offers packages to movie theatres, professional and minor league sporting events, comedy clubs and other entertainment venues.

Save Early, Spend Later: Consumers can save on everyday activities and expenses like dry cleaning, takeout, pet grooming, oil changes, and other car care services to keep more in the wallet for extra holiday spending or post-holiday expenditures.

The Smart Circle's cards, which range in price from \$20 to \$500, are developed by working hand in hand with each partner business, ensuring consumers receive maximum value from their purchase. Designed to increase traffic, enhance loyalty and generate new customers for local and national businesses, the value cards give consumers exclusive savings opportunities on activities that fit into their everyday lives, and introduces them to products and services they've never tried before at a lower overall cost.

The cards are available to consumers at home and at work through a network of professional, independent distributors, and at select retail locations throughout the country. Additionally, customers can visit www.smartcircle.com and choose from a select offering of cards, or purchase them by calling 1-800-775-8000 where a customer service representative can provide a complete listing of packages available in a specified area over the phone.

Smart Circle International works with thousands of national and local businesses to extend invitations to new customers on their behalf and enable community members to reap a wide range of benefits that they won't be able to access from anywhere else. Supporting clients in a variety of industries, from travel, professional sports teams, restaurants, and area attractions, to home improvement service providers, 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 their customers.

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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