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## **NEW YORK KNICKS TAP NATIONAL REFERRAL MARKETER TO LAUNCH NEW COMMUNITY CAMPAIGN**

***Smart Circle International's Face-to-Face Outreach Campaign Brings  
Fans Unmatched Value, Drives Attendance for Sports Teams***

**DALLAS, TEXAS, January XX, 2008** – Adding to an extensive list of popular sports team partners already on the roster, referral marketing leader Smart Circle International has announced the kick-off of a new marketing campaign created for the New York Knicks. Following the success of a trial program launched by The Smart Circle in 2006, the Knicks have chosen to initiate their first full-year community campaign agreement for the 2007 – 2008 NBA season. The unique referral marketing program will help the Knicks drive sales while generating added awareness among existing and new fans amidst a competitive New York sports market.

“Going into our second season working with The Smart Circle, their approach continues to add new fans and generate revenue that impacts our bottom line,” said Hunter Lochmann, vice president of marketing for the New York Knicks.

Already implementing a wide range of well-known campaigns for sports teams ranging from The New Jersey Nets to The New York Yankees, The Smart Circle harnesses the power of “referral marketing” by reaching consumers face-to face at popular retail locations, businesses and even in residential areas. This targeted marketing strategy enables The Smart Circle to offer a more compelling, personalized message to key customer segments along with unmatched value offers on items consumers can't get anywhere else, like home game tickets and concessions.

## **HOW IT WORKS**

It starts by working hand-in hand with the Knicks' marketing and sales force to develop compelling consumer offers – such as buy-one-get-one-free ticket offers - which are then introduced to the community in the form of Smart Circle Cards. Each card is developed in collaboration with The Smart Circle's advertisers so consumers can be assured that all offers are valid and client approved. From there, a network of professionally-trained field representatives markets the exclusive offers to consumers face-to-face within the community, allowing franchises such as the Knicks to reach out to their customers in a more personal, memorable manner.

In addition to working with popular retail locations such as Sam's Club and Costco, field representatives canvas local neighborhoods to offer customers a convenient way to purchase valuable offers for their favorite sports teams, restaurants, movie theatres and area attractions.

“We carefully train all of our field representatives on our client's business so they can make sure the consumer is fully informed of the redemption process and true value of each purchase,” explains George Graffy, president of Smart Circle International. “It's a component we incorporate with all of our campaigns because it assures advertisers that they are well-represented.”

In addition to the New York Knicks and dozens of other professional sports organizations throughout the country, Smart Circle International works with thousands of national and local businesses across the U.S. to extend invitations to new customers on their behalf. Its unique referral marketing approach affords clients a level of convenience unmatched by traditional retail advertising models, as our team of sales professionals acts as an extension of their brand, allowing businesses to focus on providing the highest quality product and service for their customers.

“Our partnership with the New York Knicks is driven by the opportunity to give consumers a better way to enjoy an activity they love with friends and family for far less than they thought possible,” said Graffy. “We’re extremely proud of the success of the New York Knicks’ campaign and look forward to continuing this partnership as well as our work with sports teams and businesses throughout North America.”

### **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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