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SMART CIRCLE® INTERNATIONAL HOSTS ANNUAL NETWORKING CONFERENCE

Referral Marketing Leader Assembles in Orlando to Discuss Best Practices, Spotlight Leading Sales Professionals

DALLAS, Texas - June 9, 2008 – Leading worldwide referral marketer, Smart Circle International (<http://www.smartcircleinternational.com>), announces its annual R&R conference to take place Aug. 29 – Sept. 1, 2008 at the Rosen Shingle Creek Hotel in Orlando, Florida. The conference will bring industry leaders together from across the country for a combination of mentorship and information-sharing sessions and family events and activities. Attracting leading distributors, executives and other professionals, attendees will have the opportunity to hear the latest on the state of direct sales and marketing, new client partnerships and best practices from top performers in the field.

Smart Circle International executives, independent distributors and other attendees will participate in a series of fun activities designed to not only encourage professionals to network with their peers, but also take in some much-needed rest and relaxation.

Held at the lush 230-acre Rosen Shingle Creek Hotel, attendees will have the opportunity to relax poolside or take in a few rounds at the Shingle Creek Golf Club, named by *Orlando Business Journal* as one of central Florida's top 10 toughest courses. Conference-goers also can take in some of the many attractions, restaurants, theme parks and shopping centers Orlando has to offer during their stay.

"It's our goal each year for attendees to build new relationships and network with their mentors and peers in order to hear the latest in direct sales trends all in a relaxing



environment,” said George Graffy, president of Smart Circle International. “This experience provides a great opportunity for sales professionals and their families to get away while giving leaders within the organization a chance to share helpful knowledge and show appreciation to top performers.”

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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