



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Rupa Patel (rupa@vollmerpr.com)

VOLLMER ♦ 972-488-4790

SMART CIRCLE® INTERNATIONAL ANNOUNCES PARTNERSHIP WITH AMERICAN RESORT DEVELOPMENT ASSOCIATION

Referral Marketing Leader Brings Unique Travel Program to Vacation Ownership and Resort Development Trade Association

DALLAS, Texas – June 16, 2009 – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), announces its membership in the American Resort Development Association (ARDA), a trade organization comprised of the travel industry's leading timeshare owner associations, resort management companies, resort owners, industry vendors and consultants.

Through its own unique travel program, The Smart Circle® works with more than 50 destinations across North America to help hotels and resorts increase traffic by promoting affordable vacation packages. Since 2004, The Smart Circle has connected travel and vacation destinations directly to consumers through an extensive network of professional marketing representatives and national retail partners.

“Through this new alliance, The Smart Circle will be able to help ARDA’s members connect with travelers looking for premium resort experiences at a reasonable cost through our ground-breaking travel program,” said George Graffy, president of Smart Circle International. “We also will be able to utilize ARDA’s many benefits, including industry networking opportunities, value-added programs and professional development sessions to continue to grow our company.”

To help celebrate its induction into the organization, The Smart Circle joined other members, including Marriott Vacation Club International and Hilton Grand Vacations, as a

“Friend of the Convention” sponsor at this year’s ARDA convention and exposition in Orlando, Fla.

Within its travel program, The Smart Circle partners with retail locations, such as Sam’s Club and Sears, to provide consumers with the opportunity to purchase special value packages for popular destinations, like Cancun and Las Vegas, at an exclusive discounted price. The Smart Circle works directly with each destination to customize packages that not only give consumers priority prices, but also feature value-added offers, such as discounted rates for extended stays and rounds of golf.

About Smart Circle® International

Since 1989 Smart Circle International has been the dominant force in referral marketing worldwide. Major companies across a number of industries, including travel, home improvement, salons and spas, professional and independent sports teams, restaurants and area attractions, 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 retail and community marketing networks. Smart Circle® International [<http://www.smartcircleinternational.com>], The Smart Circle® and Smart Circle Cards® are trademarks of Smart Circle International, Inc.

###