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SMART CIRCLE® INTERNATIONAL CELEBRATES ANNIVERSARY OF COMPANY PRESIDENT

George Graffy Commemorates 11 Years with Referral Marketing Organization

DALLAS, Texas – May 18, 2009 – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), celebrates 11 years of George Graffy's leadership within the organization. Graffy joined The Smart Circle® in 1998 as senior vice president marketing and has served as president for the past five years.

Since joining the company, Graffy has guided initiatives to develop the company's Retail Program with major retailers such as Sam's Club, Costco and BJ's Wholesale Club; specialty Events Program; and its expansion into international markets, including Mexico and Puerto Rico. Additionally, he has spearheaded a major rebranding initiative; efforts to monitor and improve the company's customer service operations and product supply coordination; streamline key business processes; and broaden the company's industry portfolio to support the promotion of several industries, including sports, jewelry, spas, cosmetics and hospitality.

"George is an innovator in our industry and has helped grow Smart Circle International to the referral marketing leader it is today," said Michael Meryash, CEO of Smart Circle International. "His entrepreneurial skills guide each of the initiatives our company pursues and keep us on course for future success."

As a referral marketing leader, The Smart Circle partners with clients in a variety of industries that are looking to enhance visibility and generate sales and leads more efficiently. From categories such as travel, spas and salons, professional and independent sports teams,

restaurants, movie theaters, area attractions and home improvement service providers, this unique sales approach brings offers directly to consumers nationwide at their homes, businesses and via retail locations, giving clients a level of convenience unmatched by traditional advertising models. Helping clients such as Hyatt Hotels, Victoria Jackson Cosmetics and the Atlanta Braves, 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 the customer.

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.

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