



FOR IMMEDIATE RELEASE

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**SMART CIRCLE® INTERNATIONAL'S ANNUAL
"KEYS TO SUCCESS" MEETING TO ADDRESS
ECONOMY, GROWTH OUTLOOK**

***Referral Marketing Leader Brings Entrepreneurs Together for Summit on
Maximizing Success, Minimizing Loss in a Hurting Economy***

DALLAS, Texas – January 28, 2009 – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), announces that its annual "Keys to Success" meeting will take place Feb. 6 - 8, 2009 at the Rosen Shingle Creek Hotel in Orlando, Florida. The summit will bring together more than 900 attendees from independent marketing offices across North America for a weekend of mentoring and business strategy discussions.

"Now more than ever, it's important for Smart Circle International to make sure its independent distributors are equipped with the tools they need to succeed, and this meeting is just one of the many ways we contribute to the professional development of our business," said Matt Kelly, vice president of sales for Smart Circle International. "Direct marketing has a history of thriving even in spite of a slow economy, so we use this time to get motivated and refresh our teams for the year ahead."

The series of meetings is designed to help distributors share new ideas and tips for maximizing success within their individual organizations, as well as network with one another about best practices for streamlining business operations.

"We look forward to this gathering each year to recognize and mentor new business owners, motivate one another and discuss the future of the industry overall,"

said Kelly. “Year after year we receive positive feedback from attending distributors, so we’ve remained committed to hosting this summit and ensuring that our speakers and panel discussions keep offering the tools they need for continued success.”

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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