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SMART CIRCLE® INTERNATIONAL MARKS FIRST YEAR IN NORTH TEXAS RETAIL HEADQUARTERS

Despite Down Economy, Referral Marketing Leader's New Retail Program Continues to Experience Rapid Growth

DALLAS, Texas – February 25, 2009 – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), celebrates the first year of its Retail Program corporate headquarters in Plano, Texas. The office location opened in February 2008 to lead the company's retail segment, and has since developed the rapidly expanding program during its first year and seen the program expand at a rapid rate and become a major player in The Smart Circle's marketing efforts. In 2008 alone, the Retail Program grew from 150 to 1,000 partner locations across the country.

As The Smart Circle's retail hub, the Plano office maintains its big-box partnerships and generates most of the sales from its North Texas base. Additionally, the number of employees has more than doubled in the past year in order to execute and support the continually burgeoning segment. With nearly 10 national retailers on its list of clientele, The Smart Circle's Plano office kicked off 2009 with additional retail trial partnerships in four retail and grocery chain outlets.

Through its program, shoppers at The Smart Circle's partnering locations, such as Sam's Club and Kmart, have the opportunity to purchase Smart Circle Cards® featuring special value offerings for popular area attractions, sporting events, travel packages, restaurants and spas, as well as high-value products at sales displays, at a discount price exclusive to the

retailers' members. Through a broad network of professionally-trained field representatives, The Smart Circle offers customers a more personal and convenient way to purchase these valuable offers.

“Since opening our office in Plano, our retail partnerships have really flourished, and the program has become an incredibly significant part of our business strategy,” said George Graffy, president of Smart Circle International. “Despite the economy, our Retail Program has continued to grow because we are providing consumers with unbeatable value on the products and activities most important to them.”

In addition to the Smart Circle Retail Program, the company partners with clients in a variety of industries that are looking to enhance visibility and generate sales and leads more effectively and efficiently, from travel, spas and salons, professional and independent sports teams, restaurants, movie theatres and area attractions, to home improvement service providers. This unique sales approach takes offers directly to consumers 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, Aveda Spas and Main Event Family Entertainment, 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

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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