



**FOR IMMEDIATE RELEASE**

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## **SMART CIRCLE® INTERNATIONAL STIMULATES CONSUMER DEMAND FOR RECREATION-BASED BUSINESSES**

***Referral Marketing Leader Drives Traffic Through  
Exclusive Savings, Offers for Consumers***

**DALLAS, Texas – March 4, 2009** – Despite broadly publicized cuts in overall consumer spending, Euromonitor International reports that Americans typically allocate more of their discretionary income on recreation than areas like clothing, electronics, or even household goods. Smart Circle® International (<http://www.smartcircleinternational.com>), the leader in worldwide referral marketing, is bringing consumers exclusive offers through its signature Smart Circle Cards® on the recreational activities they love at an affordable price, including discounts at paintball and karting venues, as well as family entertainment centers such as Gameworks, Main Event, Dave & Busters, Mr. Biggs, Boomers, Zuma, Fiddlestix and Celebration Station.

Designed as a more cost-effective, targeted means of increasing visibility for partnering businesses, the cards help drive traffic and introduce new customers at the same time. Easily accessible to consumers at home and at work through a network of professional, independent distributors, and at select retail locations throughout the country, the signature cards contain exclusive packages consumers can't get elsewhere.

"The Smart Circle has generated great awareness for our business," said Danny Lobo, owner of Medley Paintball Park near Miami, Florida. "They have been instrumental in increasing traffic at our paintball facility."

The typical Smart Circle Card recreational package is priced at \$29.99 but averages anywhere from \$250 to \$300 in value. Sample benefits to consumers include:

- Paintball – Complimentary admission with equipment rentals included
- Karting – Free upfront races and additional races are offered on a two-for-one basis. Group discounts also are included
- Family Entertainment – Complimentary family fun pack for four

“Despite the down economy, people are still looking for an affordable way to enjoy time with their family and friends, so it’s more important than ever for businesses to provide value and reach consumers directly in order to convey the benefit of their offer,” said George Graffy, president of Smart Circle International. “The Smart Circle helps its partners increase exposure within their market while driving instant traffic and generating repeat business.”

In addition to the recreational-based offerings above, The Smart Circle continues to partner with a variety of businesses looking to build traffic, enhance visibility and generate sales leads more effectively and efficiently. Helping clients such as Pizza Hut and Hilton Hotels, 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 customers.

The Smart Circle supports clients in a variety of industries, from travel, professional and independent sports teams, restaurants, movie theatres and salons and spas, 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.

#### **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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