



**FOR IMMEDIATE RELEASE**

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## **REFERRAL MARKETING LEADER HELPS COMPANIES DRIVE SALES AMONG NEW CUSTOMERS**

### ***Smart Circle® International Marks First Year of Successful Retail Program, Bringing Value to Shoppers, Retail Stores and Local Businesses***

**DALLAS, Texas – April 29, 2009** – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), marks the first year of its burgeoning Retail Program. The new marketing strategy, which began in spring of 2008 as a series of trials in select retail outlets, has grown from 150 retail stores to an ongoing client base of nearly 10 national retail brands in 2,000 stores across the country.

Through its Retail Program, shoppers at partnering locations, such as Sam's Club and Costco, can purchase exclusive packages from The Smart Circle's product partners, ranging from DIRECTV to Consolidated Resorts. Consumers also have access to the company's signature Smart Circle Cards®, which are also listed at a discounted price exclusive to this customer base.

After connecting major retailers with a given consumer product or service business looking to expand its reach, The Smart Circle's on-the-ground, professional sales team then markets to shoppers face-to-face from on-site kiosks. From the high-end Victoria Jackson Cosmetics line and local spa discounts to professional sporting event tickets, values on popular area attractions, travel packages, jewelry and restaurants, The Smart Circle's broad network of

field representatives provides local shoppers with a more personal and convenient way to purchase these products and services.

“Our Retail Program has flourished over the past year because we not only help expand companies’ reach to consumers, but we give shoppers the opportunity to save on exclusive products and enjoy the local activities they love at a reduced cost,” said George Graffy, president of Smart Circle International. “The unbeatable face-to-face access we have to consumers at busy retail outlets is the reason why more and more companies are looking to partner with us. Our unique marketing capabilities and retail relationships are unmatched by any offering out there.”

In addition to The Smart Circle’s 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 theaters and area attractions, to home improvement service providers. This unique sales approach brings 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, Urban Oasis Spa 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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