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REFERRAL MARKETING LEADER CREATES EXCLUSIVE PROMOTIONS TO DRIVE TRAFFIC TO HOTELS, RESORTS

Five Years After Launching its Travel Program, Smart Circle International® Continues to Create Demand for Hurting Travel Industry

DALLAS, Texas – March 30, 2009 – As an increasing number of hoteliers look to expand their marketing and partnership strategies in order to fill empty rooms, leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), marks its fifth successful year of driving traffic to popular destinations around the world. The milestone of this unique program comes on the heels of an economic slowdown that is discouraging many consumers from traveling, as evidenced by a recent PricewaterhouseCoopers study that estimates the average U.S. hotel occupancy will fall to 56 percent in 2009.

Working since 2004 with more than 50 destinations across North America to promote cost-efficient vacation packages, The Smart Circle® helps hotels and resorts increase traffic by connecting them directly with consumers via a network of professional distributors and national retail outlets.

Shoppers at The Smart Circle's partnering retail locations, such as Sam's Club and Sears, have the opportunity to purchase special value packages for popular destinations, like Cancun and Las Vegas, at an exclusive discounted price. The Smart Circle works directly with each destination to customize special packages that not only give consumers priority prices, but also feature value-added offers, such as discounted rates for extended stays and rounds of golf.

“The Smart Circle has been helping us since 2004, and our reservations have increased nearly 40 percent ever since we partnered with them,” said Ana Kiseleva of Premier Cancun Vacations, the parent company behind two major Cancun hotels with more than 400 total rooms. “They have become a valuable partner, especially during these tough economic times. Mexico has always been a great, safe destination because of its hospitality, people and service, and our relationship with The Smart Circle gives us the opportunity to educate consumers about the affordable vacation packages we have available.”

Through the program, the average cost of a package with Premier Cancun Vacations is around \$150 per night, with the average savings totaling about \$550 for a four-night trip to Cancun. Travelers also have access to partner hotels, as well as discounts from the hotel on transportation and green fees to nearby golf courses.

“Despite the economy, consumers still want and need to get away and are looking for exceptional values that will provide them with a great vacation experience at an affordable rate,” said George Graffy, president of Smart Circle International. “Through our network of professionally-trained field representatives, we offer customers a more personal and convenient way to learn about and purchase these valuable offers.”

In addition to travel, The Smart Circle partners with clients in a variety of industries that are looking to enhance visibility and generate sales and leads more effectively and efficiently, from 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

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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