



**FOR IMMEDIATE RELEASE**

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## **DESPITE TROUBLED ECONOMY, VICTORIA JACKSON® COSMETICS LINE SEES BUSINESS BOOM THROUGH REFERRAL MARKETING**

***Smart Circle® International's Thriving Retail Program Offers  
Expanded Reach, Stronger Sales for Advertisers***

**DALLAS, Texas – January 27, 2009** – Leading worldwide referral marketer, Smart Circle® International (<http://www.smartcircleinternational.com>), announces the addition of high-end Victoria Jackson® (<http://www.vjbeauty.com/>) Cosmetics line to its retail program. Since the onset of its partnership with Victoria Jackson in 2007, The Smart Circle has served as an exclusive distributor for the national brand and reports that despite the weakened economy, business is booming. Although consumers continue to pull back on a range of personal purchases, The Smart Circle is responding to climbing sales numbers for the cosmetics line as it expands the product's reach by taking it directly to consumers via sales displays at popular retail locations across the country.

"The Smart Circle has created a successful sales promotion for Victoria Jackson Cosmetics," said Victoria Jackson, founder of Victoria Jackson Cosmetics. "We are looking forward to all of our future possibilities working with them."

Through a unique marketing program that equips brand name clients with a professional sales network and direct access to consumers nationwide, The Smart Circle's newest sales model connects these high value product lines, like Victoria Jackson, with national retail partners like Sam's Club and Costco. Meanwhile shoppers have access to exclusive product

and service packages at prices they can't get anywhere else. The proven model, which has helped hundreds of advertisers in industries ranging from professional sports to car care providers and restaurants, garners greater visibility and increases traffic by offering retail shoppers exclusive Smart Circle prices on bundled collections of the Victoria Jackson "no make-up" makeup line.

The Smart Circle gives consumers a variety of options by allowing them to choose from multiple bundles of cosmetics at various price points, built around such pieces as Victoria Jackson's popular Survival Kit, allowing them to select products from the line that are most suited for their needs and budget. Bundled collections from the line also include products such as the Bronze Shimmer Powder Brush, Essentials Face Color Kit, Pocket Palette, Lip Addiction, and Beauty Tips Booklet.

"With today's troubled economy retailers are more concerned than ever with finding ways to increase customer satisfaction and sales," said George Graffy, president of Smart Circle International. "Our retail partners now have access to a professional team of distributors and their high value products that are being offered to shoppers at an exclusive price in easy to find kiosks throughout the stores."

Since The Smart Circle began marketing the Victoria Jackson line, the organization has continued to increase the number of retail locations where the products are offered, totaling approximately 135 stores at the end of 2008 with plans to expand into several hundred additional retail outlets throughout the next year.

In addition to cosmetics, 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. Additionally, it presents highly sought after products and services to consumers at unbeatable price points that help maintain healthy sales for clients even as consumer spending continues to slow down. 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 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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