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**SMART BUTTON LOYALTY PLATFORM EXPANDS FUNCTIONALITY
WITH SOCIAL MEDIA FEATURES**

NEWARK, DE (May 24, 2011) - Smart Button, a leader in loyalty marketing solutions, announced feature enhancements to its loyalty platform, the Smart Button Loyalty Platform (SBLP) with the introduction of an expanded set of social media features. These features will provide customers with increased flexibility in their loyalty program structure and enable broader marketing strategies.

Using all consumer data touch points, insights and voice of the customer through social media outlets, the Smart Button Loyalty Platform provides marketers with the ability to increase the level of their loyalty programs.

Key enhancements made to the Smart Button Loyalty Platform include:

- **Facebook** - Advanced functionality such as polls, key code promotions, product code promotions, interaction promotions, survey, trivia, earn points for facebook interaction and activate customer engagement.
- **Twitter** - Post to twitter via the application or through twitter itself. Track mentions and reward points.
- **YouTube** - Track and reward customer activity of videos viewed on YouTube.

"The latest enhancements to the Smart Button Loyalty Platform are a result of our dedicated focus to address and meet the needs of our customers in this evolving loyalty landscape," according to Philip Sugar, Smart Button CEO. "It's what sets us apart from the competition. We are pleased to be able to incorporate these capabilities as part of our current loyalty platform rather than nickel and dime customers for add ons," concluded Sugar.

ABOUT SMART BUTTON

Smart Button is a leading developer of loyalty marketing solutions that provides our clients with the most built-in tools required to develop a world-class loyalty program. For over 17 years, Smart Button has worked with clients in many different vertical industries including retail, hospitality, sports, leisure, travel and some of the most innovative leaders in the gaming industry.

Smart Button Loyalty Platform (SBLP) is a web-based loyalty technology platform that provides you with the business logic and technology required for implementing and managing a successful loyalty and rewards program. Capture, track, manage, communicate, reward and analyze information and behavior right from your desktop. Understand the value of your customer data and drive more intelligent business decisions. It is scaled to suit the complex requirements of large enterprise organizations, offering out-of-the-box functionality. No limits on system scalability. Unlimited members. Unlimited locations. Interfaces with hundreds of third-party systems in and outside of your business and off-site locations. Smart Button is headquartered in Newark, Delaware.

For more information on Smart Button's loyalty platform offerings or to schedule a demo, visit www.smartbutton.com or call 302.283.0200.