



The Art and Science of Building Customer Value

COLLOQUY Unveils Web Site Redesign

**Latest COLLOQUY Magazine Reveals
Global Trends in Loyalty and Relationship Marketing**

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CINCINNATI (Feb. 15, 2007) – Loyalty marketing publisher and consultancy COLLOQUY® announced the launch of its redesigned web site. Visitor-experience enhancements at www.colloquy.com build on the site's 10-year track record as the world's most extensive collection of online resources for loyalty marketers.

The site's debut coincides with the release of the Winter 2007 COLLOQUY magazine. This blockbuster edition takes readers on a global tour of loyalty practices; delivers advice from acclaimed author Jeanne Bliss (*Chief Customer Officer*) on growing customer-centricity; and presents timely and provocative insights from loyalty industry professionals at Hilton Worldwide, Gap Inc., and Alliance Data Loyalty Services.

Aesthetic and functional improvements in COLLOQUY'S web site make it easier for a worldwide audience of 28,000 marketers to access comprehensive information sources: COLLOQUY (which has served the loyalty marketing industry since 1990), white papers, market reports, book reviews, industry statistics, a weekly email newsletter, monthly online news supplementals, and breaking news.

"The streamlined design better serves the marketing leaders, media representatives and educators in over 100 countries who are our customers," said COLLOQUY Editorial Director Rick Ferguson. "The new site improves our online identity with a look and feel that more closely matches our magazine. And visitors will appreciate our efforts to add context to articles and news items with clear and efficient links to related stories and information."

In a key content addition, the new site will provide helpful information about COLLOQUY Consulting and its strategic consulting, analytics and research services. The consulting group brings together COLLOQUY's expertise and best practices to help clients in the financial service, travel and retail sectors build customer value.

The new site also highlights information about The COLLOQUY Network, a global partnership of independent loyalty consultants who leverage COLLOQUY's brand

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recognition and are certified in its consulting methodology. Network partners are located in Brazil, Dominican Republic, Malaysia, Mexico, New Zealand and South Africa.

See attachment for a screen shot of the new COLLOQUY.com site.

The print Winter 2007 issue of COLLOQUY explores these relationship and dialogue marketing trends, opinion and strategies:

Cover Story: The Global Loyalty League

Five articles written by loyalty practitioners from throughout the world illuminate macro-trends in strategy and technology shaping the global loyalty landscape. Industry leaders from Asia-Pacific, Central America and the Caribbean, Brazil, South Africa and Australia/New Zealand—members of COLLOQUY's Network Partnership—describe challenges within their regions, and detail the eye-opening innovations that global loyalty marketers employ to meet those challenges.

Strategy: Growing Organic Loyalty

Jeanne Bliss, author of *Chief Customer Officer*, lays out the steps companies must take to lay the groundwork of truly fertile customer-centricity. Bliss reflects on her experience with Lands' End, Microsoft, Coldwell Banker and other major corporations, and alerts you to the hard work and best practices for growing customer-centricity organically and wisely.

Technology: The Uncanny Valley

Technology affords loyalty marketers with incredible tools to personalize customer experience—and vivid dangers, as well. Adam Burke, senior vice president and managing director of the admired Hilton HHonors customer appreciation program, warns that overdependence on technology can alienate customers, pushing them into a void called “The Uncanny Valley”—and offers advice for steering clear of this deep pit while enhancing customer experience.

Program Spotlight: One Size Fits All

The Gap and its associated brands—Banana Republic and Old Navy—faced the challenge of providing a consistent loyalty-program experience for customers who shopped across the highly differentiated brands. Scott Key, vice-president of relationship marketing, outlines how Gap Inc. successfully tailored a cross-brand program without resorting to a generic “uniform” approach.

Analytics: The Loyalty Ecosystem

Bryan Pearson, president of Alliance Data Loyalty Services, introduces “needs-based segmentation,” an analytic solution that can convert a loyalty strategy from mere program to a symbiotic “ecosystem” where customer and company benefit from symbiotic, mutually enriching interaction.

Commentary: Dear Customer: Get Lost, and Balancing Act

In two opinion pieces covering loyalty strategy, COLLOQUY examines two traps marketers are prone to fall into. Mike Charron outlines how wireless providers are destroying future profitability by refusing to balance acquisition and retention efforts, and John Bartold advises

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marketers to view program liability not as a stumbling block but as a challenge to, and a benchmark for, their programs' effectiveness.

About COLLOQUY:

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM, the most comprehensive loyalty web site in the world, and COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 28,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine and email subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.

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