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**New COLLOQUY Issue Examines Loyalty Marketing in the
Fuel-Convenience Store Industry**

Free Download Available at www.colloquy.com

(March 15, 2005 -- Cincinnati, OH) COLLOQUY®, a leading loyalty-marketing publication and Web site, recently published its latest issue that takes a whirlwind global tour of loyalty-marketing news, views and best practices. The latest issue of COLLOQUY, available for download at www.colloquy.com includes:

Fueling the Fire

Faced with fierce competition, shrinking margins and a customer base fixated on price, fuel-convenience retailers are feeling the heat. COLLOQUY explores how a new generation of innovative C-store marketers are fanning the flames of customer relationships. The article also features a list of C-store loyalty best practices designed to help marketers convince their best customers to make that coveted left-hand turn into their lots.

Material World

COLLOQUY profiles a group of innovative New Zealanders who are making loyalty visible for their C-store clients.

The Royal Treatment

Andrew Mitchell of Toronto-based RBC Royal Bank talks about RBC's successful strategy to combine separate credit card programs under one loyalty umbrella, and the joy one Canadian golfer can bring to holders of one RBC Rewards credit card.

Loyalty Myopia

Mike Capizzi, vice-president and general manager of The COLLOQUY Group, reminds us to avoid premature senescence and to remember that we're in the business of customer information.

A Tale of Two Customers

Should companies differentiate service based on customer value, or are all customers created equal? COLLOQUY Group consulting director Kelly Hlavinka explores the world of customer service in the age of customer loyalty.

The Black Hole

Contributing editor Tom Rapsas tells us to navigate toward relevant dialogue marketing and away from the gravitational pull of collapsed neutron stars.

About COLLOQUY:

The voice of the loyalty marketing industry since 1990, **COLLOQUY**® provides editorial, educational and research services on a global basis. **COLLOQUY** and colloquy.com present commentary, analysis, breaking news, research libraries and article and program archives to qualified subscribers. Subscriptions are available at no cost at www.colloquy.com or by calling 513-248-9184. Reader participation is invited at info@colloquy.com. **COLLOQUY** is published by Frequency Marketing, Inc. (www.frequencymarketing.comT), a global provider of resources and technology for the design, implementation and management of loyalty-marketing programs that recognize and reward customers based on their purchase behavior.