

COLLOQUY®

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COLLOQUY Consulting Practice Grows With Executive Staff Addition

CINCINNATI, Ohio (April XX, 2008) -- Loyalty marketing publisher and consultancy COLLOQUY recently appointed Chris Fischer as senior director of the consulting group. Fischer's role will include new business acquisition and current client services for the company.

Fischer has more than 10 years of industry consulting experience counseling Fortune 500 companies on loyalty marketing and customer relationship programs. Notable clients have included Sony, United Airlines, Disney World, Wells Fargo, Bloomingdale's and Four Seasons Hotels. His expertise in program design and implementation will greatly benefit COLLOQUY clients and customers. Fischer also spent more than 10 years on the client side working in the CPG and consumer electric industries.

"COLLOQUY has an excellent track record of locating the best practitioners in the loyalty industry and making them available to our clients," remarked Managing Partner Kelly Hlavinka, "and we continue with the addition of Chris Fischer to our consulting group. His past experience advising high profile clients on loyalty strategies, along with his keen sense for business development, will nicely complement the COLLOQUY team."

Before joining COLLOQUY, Fischer worked with various divisions at Alliance Data Loyalty Services; first as a marketing consultant for North America's largest coalition loyalty program, the AIR MILES Rewards Program and later helping launch PRECIMA, an advanced analytics firm that provides customer insight from shopping data for grocers and retailers. He gained his early experience in loyalty marketing working with the Lacek Group (now Ogilvy One) and Brierley+Partners. Fischer holds an MBA in marketing from the Carlson School of Management at the University of Minnesota.

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, COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.