

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

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Customer Loyalty Solutions (Malaysia) Joins COLLOQUY Network

(April 10, 2006 – Cincinnati, OH) Customer Loyalty Solutions Sdn Bhd (CLS), a leading provider of loyalty marketing services in the Asia-Pacific region, is the latest addition to The COLLOQUY Network, a global partnership of independent loyalty consultants and practitioners that leverage COLLOQUY's unique brand recognition and resources and are certified in COLLOQUY's consulting methodology.

CLS manages Business-to-Business and Business-to-Consumer loyalty programs that cater to many multinational companies in diverse industries including banking/finance, insurance, retail, consumer packaged goods, hospitality, food and beverage and petroleum.

Nyang Koon Seng, Chief Executive Officer of CLS says enthusiastically, "COLLOQUY's unique consulting methodology, proven research and analytics have drawn us into this partnership. Blending with our local experience and know-how means we can deliver greater values to our clients particularly in the area of global benchmarking and analytics."

As leaders in their respective regions, the COLLOQUY CLS collaboration will facilitate sharing of information and resources that will help both organizations build and strengthen their consulting expertise within and outside of their regions.

"We're thrilled to welcome CLS as our first COLLOQUY Network partner in the Asia-Pacific region," added COLLOQUY Director, Kelly Hlavinka. "The COLLOQUY Network is the first professional association of loyalty marketing practitioners that allows companies from around the globe to incorporate COLLOQUY's tools and resources into their product and service offerings in order to grow their business and increase the value proposition they offer to their customers. We're looking forward to working closely with CLS and to expanding our editorial coverage of loyalty marketing from their part of the globe."

Other COLLOQUY Network partners include:

- Achievement Awards Group (South Africa) www.awards.co.za
- GomezLee Marketing (Dominican Republic) www.gomezleemarketing.com

About Customer Loyalty Solutions (CLS):

Founded in 2003, CLS is a leading consulting company, which provides total, integrated loyalty marketing solutions. Committed to delivering innovation to nurture life long relationship between the organization and its customers, CLS collaborates with its clients to help them realize their objectives and create tangible value. With AIMS™, its proprietary enterprise marketing solution, business intelligence services, multi-client contact centre, procurement-warehousing-fulfillment capabilities and proven experience in strategic consulting, CLS helps companies to bridge the gap between “information about customers’ and ‘marketing to customers’ by converting transactional data to interactive and actionable solutions to enhance their customer loyalty. Today, CLS manages loyalty programs for various local and multinational companies that include AmBank Berhad, L’Oreal Malaysia Sdn Bhd, F&N Coca Cola (Malaysia) Sdn Bhd, TT Resources Bhd, Debenhams Department Store, Mydin Wholesale Emporium, and Electronic Commerce Technology Sdn Bhd ~ the programme owner of *RealRewards* in Malaysia. *RealRewards* (www.realrewards.com.my) is a multi partner coalition loyalty program that currently has 48 participating merchants.

CLS is a member of AIM Group (Advance Information Marketing), a regional BPO (Business Process Outsourcing) solution provider offering a broad spectrum of loyalty management services covering consultation, technology infrastructure and outsourcing for companies aiming to build and nurture a life long relationship with their customers.

For more information on CLS, please visit its home page www.cls.com.my

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 quarterly publication serving the loyalty-marketing industry since 1990, www.colloquy.com, the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions, and the COLLOQUY Network, a global network of consultants certified in COLLOQUY's consulting methodology. Together they provide a worldwide audience of 25,000+ marketers with consulting services, news, editorial, educational and research services across all verticals and around the globe. **COLLOQUY** magazine subscriptions are available at no cost to qualified persons at www.colloquy.com/register.asp or by calling 513.248.9184.