

THE COLLOQUY[®] NETWORK

FOR IMMEDIATE RELEASE

Contact:

Jill Z. McBride Public Relations, 513-231-5115, jill.mcbride@frequencymarketing.com

Rick Ferguson, The COLLOQUY Group, 513-248-2882, rick.ferguson@colloquy.com

The COLLOQUY Group, Frequency Marketing, Inc. Exports Global Loyalty Marketing Expertise via COLLOQUY Network Partners

Five International Loyalty-Marketing Companies Join The COLLOQUY Network

(June 15, 2005 -- Cincinnati, OH) The COLLOQUY Group, the consulting, publishing, research and educational services division of loyalty-marketing provider Frequency Marketing, Inc. recently announced the creation of The COLLOQUY Network and its first five network partners. The COLLOQUY Network is a global partnership of independent loyalty consultants and practitioners who are able to leverage COLLOQUY's unique brand recognition and resources, and are certified in The COLLOQUY Group's consulting methodology to give them a competitive advantage.

“Since its inception in 1990, the COLLOQUY[®] brand has become the recognized thought leader in the field of loyalty marketing and customer yield management,” notes Bill Hanifin who oversees international development for The COLLOQUY Group. “The COLLOQUY Network is the first professional association of loyalty marketing professionals 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.”

Along with the five COLLOQUY Network partners in the United Kingdom, South Africa, the Dominican Republic, Venezuela and Nigeria, Frequency Marketing, Inc. also has a strategic international partnership with Mexico's Grupo Posadas.

MJA Associates, United Kingdom www.mjaassociates.com

Headed by loyalty marketing veteran Mike Atkin, MJA Associates was the first company to join The COLLOQUY Network and has already reaped benefits of its affiliation.

“COLLOQUY has literally opened doors for us in the loyalty marketing arena. Since joining The COLLOQUY Network in August 2004 we've received several leads and inquiries that have already attracted revenues to more than justify our investment in joining the network.” MJA Associates clients include British Petroleum, Visa EU and House of Fraser.

Achievement Awards Group (South Africa) www.awards.co.za

South Africa's leading provider of full service incentive and performance improvement solutions, Achievement Awards Group is the latest company to join The COLLOQUY Network. Deon Oliver, Loyalty Business Unit Director of Achievement Awards Group said "Our local teams have been trained by COLLOQUY personnel and on August 16, 2005 we will co-present with the COLLOQUY faculty a one-day Loyalty Marketing Summit to teach leading South African companies how to improve customer profitability through the effective deployment of loyalty marketing strategies."

GomezLee Marketing (Dominican Republic)

Since 1990 GomezLee Marketing has provided promotional and loyalty marketing services to leading companies in the Caribbean including Nestlé Dominicana, TRICOM, Dominos Pizza, Bravo supermarkets, Ferreteria Haché and Freund, the largest chain of hardware stores in El Salvador. GomezLee's president, Leopoldo Gomez noted "We look forward to sharing best practices with loyalty practitioners from around the world."

Loyalty Marketing (Venezuela)

Gustavo Torrealba and Juan Luchsinger have brought decades of experience in consulting, banking, and product development to their newly established company, Loyalty Marketing, which is poised to become a leader in Venezuela. With consulting assignments from retailers, telecommunications and financial service companies underway, the decision to join The COLLOQUY Network was an easy one. "We plan to use The COLLOQUY Network to quickly establish our leadership in the loyalty arena," stated Torrealba. "The access to loyalty research, technology and software will allow us to leverage our expertise to help our clients establish long-lasting, profitable relationships with their best customers."

Loyalty Solutions Ltd. (Nigeria) www.loyaltysolutionsnigeria.com

Nigeria's premier loyalty marketing company, Loyalty Solutions Limited (LSL) has spent the past decade working with some of Nigeria's leading companies including Standard Trust Bank, the largest bank in Nigeria, Hygeia HMO and nearly a dozen other financial institutions to enhance their value propositions and improve their business intelligence and data processing capabilities. LSL Chief Consulting Officer Kolapo Ademola noted "Becoming a COLLOQUY Network Partner allows us to enhance our knowledge and practice of loyalty marketing and to collaborate and gain experience from the other partners around the globe. We expect our affiliation to positively affect our billings and bottom-line profitability."

More information about The COLLOQUY Network is available by contacting Bill Hanifin at 800-839-2744 or +1-954-545-9771 (bill.hanifin@colloquy.com) or online at <http://www.frequencymarketing.com/ChannelAlliance/colloquy.asp>

About The COLLOQUY Group

The COLLOQUY Group and The COLLOQUY Network are both operated by Frequency Marketing, Inc. (www.frequencymarketing.com). The COLLOQUY Group comprises a collection of resources devoted to the global loyalty marketing industry. The flagship resources are the COLLOQUY Strategic Consulting Group, a global loyalty consulting practice, COLLOQUY®, a quarterly publication serving the loyalty marketing industry since 1990, colloquy.com, the most comprehensive loyalty Web site in the world, and COLLOQUY's research and educational divisions. Together they provide a worldwide audience of 22,000 subscribers from 127 countries with consulting services, news, editorial, educational and research services that blanket the loyalty marketing industry. COLLOQUY subscriptions are available at no cost at www.colloquy.com/register.asp or by calling 513/248-9184. Reader participation is invited at info@colloquy.com.

About Frequency Marketing, Inc.

The global leader in the art and science of customer yield management, Frequency Marketing, Inc. provides end-to-end resources and technologies for the design, implementation and management of relationship marketing programs that recognize and reward customers by tracking their individual purchase behavior. Frequency Marketing's Loyalty Solutions Platform™ allows companies to create and quickly launch flexible, fully customized loyalty programs that can support even the most creative program rules and structures. Additionally, FMI operates The COLLOQUY Group, a collection of resources devoted to the global loyalty marketing industry including consulting, research, educational and publishing services (www.colloquy.com). More information is available at www.frequencymarketing.com.