

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

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COLLOQUY Adds Key Staff to Global Loyalty Marketing Consulting Team

CINCINNATI, Ohio (November 5, 2007) -- Loyalty marketing publisher and consultancy COLLOQUY recently added Allison Cripps as the newest consultant to the corporate client services group. She will be based in San Francisco.

A veteran of the loyalty marketing industry, Cripps boasts more than 15 years of experience working with the hospitality, luxury, retail and telecommunications industries. Her expertise in loyalty program design and strategy implementation will greatly benefit COLLOQUY® clients and customers.

"Since establishing the consulting practice in 2003, we've made the best loyalty industry practitioners available to our clients," noted COLLOQUY Director Kelly Hlavinka. "We are fortunate to add Allison Cripps to our outstanding group of loyalty experts. Her extensive background in hospitality loyalty and CRM strategies -- in addition to her analytical and research expertise -- will make a great addition to the COLLOQUY team."

Before joining COLLOQUY, Cripps was vice president of marketing for LesConcierges, Inc., where she led the customer strategy practice, providing loyalty solutions with a focus on optimizing ROI value for client programs. Cripps also worked as director of loyalty marketing for Leading Hotels of the World, creating global loyalty programs for over 400 independent luxury hotels, and currently provides pro-bono marketing consultation to several non-profits in the San Francisco area.

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.