

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

FOR IMMEDIATE RELEASE

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Latest COLLOQUY Magazine Explores Sports Loyalty, Customer Analytics & More

Free Download Available at www.colloquy.com

(November 9, 2005 -- Cincinnati, OH) COLLOQUY®, a leading loyalty-marketing publication and web site, recently released its latest issue that explores sports team loyalty, hears the confessions of a catalog diva, and discusses the building of customer equity models. The latest issue of COLLOQUY, available for download at www.colloquy.com includes:

Cover Story: Fever Pitch

COLLOQUY talks to the rainmakers in the world of sports team loyalty to find out what they're doing to keep the stadiums full and the fans coming back for more.

One Nation Under Sox

Enjoy a first-hand account of the power of sports marketing from a card-carrying member of the *Red Sox Nation*.

Confessions of a Catalog Diva

COLLOQUY explores why some customers may be more equal than others and how catalog and multi-channel marketers can better manage their customer service resources.

Program Spotlight: Wells Fargo Link

The *Wells Fargo Link* program connects banks, merchants and consumers in a rewards program that with a decidedly local flavor.

Building Customer Equity Models

Learn to identify best customers through the use of customer equity models that allocate customer profits through the analysis of customer revenue offset by the true cost to serve.

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, 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 industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.5918.