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**LoyaltyOne Financial Services Expert to Chair Loyalty Track at
22nd Annual Card Forum & Expo, May 16-18, 2010 in Orlando**

**COLLOQUY to Host May 17 Retail Panel featuring SCENE LP Cineplex and
New York & Company**

TORONTO (April 20, 2010) -- Financial services and loyalty expert Andrew Mitchell, Vice President of LoyaltyOne US, will serve as chairman of the Customer Loyalty track at the 22nd Annual Card Forum and Expo May 16 – 18, 2010 at the Hyatt Regency Grand Cypress in Orlando, Florida.

Mitchell joined LoyaltyOne in 2008 where he builds relationships with current and prospective partners in the financial services sector. A former executive with RBC Royal Bank, Canada's largest bank, Mitchell oversaw the RBC Rewards Program.

Card Forum & Expo, the country's leading conference on credit and debit, customer loyalty and emerging payment technologies, is expected to attract over 500 attendees. This year's event features keynote presentations from MasterCard Worldwide, Barclaycard US, American Express, and Sears Financial Services.

Mitchell will chair the Customer Loyalty portion of Card Forum & Expo, a seven-session track focusing on how financial institutions are working to efficiently manage loyalty and rewards programs that deliver customer value.

COLLOQUY, LoyaltyOne's publishing, education and research division, is serving as a Card Forum & Expo media sponsor and COLLOQUY Partner Kelly Hlavinka will chair a retail panel titled, "A Look at Loyalty in Retailing: Seizing Share of Wallet with Today's New Consumer," from 3:30 – 4:15 PM on May 17th. The panel features Shawn Bloom, General Manager of SCENE LP Cineplex and Raashi Hashija, Manager of CRM Loyalty Programs and Partnerships for New York & Company.





The Card Forum & Expo loyalty track will also feature presentations and case studies from First Data, Wells Fargo, Morgan Stanley Smith Barney, Amalgamated Bank of Chicago among others.

In addition to the Customer Loyalty Track, the conference will also feature tracks on “Trends in Credit and Debit” and “Emerging Payments”

Jeff Green, Editorial Director of Source Media Payment Group and Editor-in-Chief of *PaymentsSource* magazine, noted: “Recession and regulation have fundamentally altered the payments landscape over the past year. But now the time has come to ask - What’s Next?”

“At this year’s Card Forum & Expo, executives from both industries will share insights and compare notes about growth strategies. Payments executives and veterans also will discuss strategies for adapting to regulatory changes, managing past the recession, and refocusing on the customer experience. Speakers will discuss the latest payment and loyalty trends, and how attendees can capitalize on those trends to boost their institutions’ operations and bottom lines,” Green said.

About Card Forum:

The 22nd Annual Card Forum & Expo, May 16-18, 2010 in Orlando, Florida will gather a powerhouse of payments industry leaders representing card issuers, retailers, networks, analysts and solution providers to address the current state, future trends, forthcoming changes and challenges facing your industry. Register to attend today with promo code: CQY01 and save \$200 off the current conference rates. Offer is valid for new registrations only, Source Media cancellation policy applies.

About LoyaltyOne

LoyaltyOne is a global provider of loyalty strategy and programs, customer analytics and relationship marketing services. Its roster of clients includes leading businesses and brands in multiple sectors such as retail, banking, manufacturing, government, natural resources and utilities. LoyaltyOne businesses include Canada's AIR MILES Reward Program - North America's premiere coalition loyalty program, COLLOQUY, Precima, LoyaltyOne Consulting and Direct Antidote. LoyaltyOne's industry-leading Associates, practical experience and proven capabilities set the benchmark of thought leadership in the loyalty marketplace. Toronto-based LoyaltyOne is an Alliance Data company. For more than 30 years, Alliance Data has helped its clients build more profitable, more loyal relationships with their customers. For more information, visit www.loyalty.com.