



**MARK HOLTZMAN NEW CHIEF MARKETING OFFICER AT
LOYALTY EXCHANGE PARTNERS LLC.**

*Former NFL Senior Marketing Exec Joins Trusted Source Relationship Marketing
Innovator to Grow Partnerships and Expand Markets*

March XX, 2007 -- New York, NY - Loyalty eXchange Partners, LLC (LXP), a New York-based provider of Trusted Source Relationship Marketing solutions – transforming consumer/brand relations, and setting market-proven marketing performance and community fund-raising benchmarks – introduced ex-National Football League (NFL) senior marketing executive Mark Holtzman as Chief Marketing Officer (CMO).

Holtzman joined LXP in December, 2006 after 14 years in a variety of key NFL marketing roles. Working closely with blue chip licensees and sponsors, Mark was called, “the NFL’s licensing quarterback” – overseeing a multi-billion dollar per year business. For 10 years prior to the NFL at Reebok, he was instrumental in turning it into a global marketing powerhouse, ultimately heading Sports & Entertainment Marketing Worldwide.

LXP CEO, Alex DeMeo, said, “We’re delighted to have Mark as our CMO at a key time in the history of this extraordinary new mass marketing solution. His track record of successfully building innovative business relationships that create lasting customer loyalty uniquely qualify him to help us lead this emerging sector, and extend our solutions to new markets.”

Holtzman stated, “Trusted Source Relationship Marketing is a unique, market-proven way for: creating lasting consumer loyalty (in an increasingly disloyal world); meaningful new revenues for great communities, causes and organizations; and healthy bottom lines for all stakeholders. It is rare to be at the forefront of real business transformation. LXP is there, and is leading. I’m thrilled to be joining this remarkable team.”

Note to editors: Detailed Bio and Photography available upon request.

About Loyalty eXchange Partners, LLC (LXP)

LXP’s market-proven promotional programs using its unique “Trusted Source Relationship Marketing” (TRSM) platform and tools are re-defining mass marketing. LXP solutions engender strong brand loyalty and revenue growth for participating businesses -- powered by consumer feelings for the communities, causes and organizations they most care about and the influence of the “trusted sources” who are their stewards. LXP’s acquisition, retention and ROI results set new mass marketing benchmarks that are measurable, predictable and extensible. In-depth market intelligence lets businesses plan, customize and optimize their marketing programs and channel mix, while fund raisers gain a sizable, easily repeatable revenue generating capability that compliments or expands existing programs. For more information visit the Loyalty eXchange Partners Web site, www.loyaltyXP.com

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