

FOOT LOCKER AND LOYALTY EXCHANGE PARTNERS ANNOUNCE PARTNERSHIP

Foot Locker Names Loyalty Exchange Partners their Partner in Trusted Source Marketing

September 15, 2007 — New York, NY —Loyalty eXchange Partners, LLC (LXP) announced that they have partnered with Foot Locker, Inc. to offer participating K-12 schools nationwide a fundraising program for their community members' purchases. This partnership will allow Foot Locker, Kids Foot Locker and Lady Foot Locker to offer its specialty athletic products via the SchoolPAX Program to a wide range of consumers and help the participating schools organizations raise cash rewards for their purchases.

LXP has re-engineered the mindset regarding channel marketing by offering its partners an entry point to a community of consumers that are accessed by their "Trusted Source" – this person being a Principal or Superintendent or PTO representative in the case of a school program. This trusted source gives LXP partners a new way to market and access a wide range of consumers while allowing the consumers to benefit because an affiliation with a participating organization or group. These relationships are redefining the customer/brand interconnection by not only providing retailers with increased brand awareness but additional marketing intelligence that cannot be surpassed.

Foot Locker, Inc. is a specialty athletic retailer that operates approximately 4,000 stores in 20 countries in North America, Europe and Australia. Foot Locker, Lady Foot Locker, and Kids Foot Locker retail stores, are the leading provider of athletic footwear and apparel.

"We are pleased to welcome Foot Locker into our partnership program" said Alex DeMeo, President of LXP. "Our goal in establishing this company was to provide both consumers and retailers a connection through one common entity, the organization the consumer belongs to. We have succeeded in this by providing a win-win situation not only for the community organization but also for our retail partner like Foot Locker."

The LXP and Foot Locker partnership is available to school-based community organizations, K-12, that are interested in new avenues of fundraising. Information regarding all of LXPs partnership programs can be found at www.LoyaltyXP.com.

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About Loyalty eXchange Partners, LLC (LXP)

LXP's market-proven "Trusted Source Marketing" (TSM) channels, powered by its unique Loyalty eXchange Platform, are re-defining mass marketing. LXP systems engender strong brand loyalty and revenue growth for marketers — driven by consumer feelings for the communities, causes and organizations they care about and the influence of the "Trusted Sources" who are their stewards. LXP's impression delivery,

customer acquisition-retention and ROI results set new mass marketing benchmarks that are measurable and extensible. In-depth Trusted Source market intelligence lets businesses plan, customize and optimize multi-channel distribution of their marketing messages and offers, while Trusted Sources gain sizable, repeatable revenues that compliment existing programs. For more information visit the Loyalty eXchange Partners Web site, www.LoyaltyXP.com