



## **Loyalty eXchange Partners, LLC (LXP) Announces Newest Partnership with Verizon Wireless.**

New York, New York, October 2008— Verizon Wireless designates Loyalty eXchange Partners, LLC (LXP) in trusted source marketing partnership. Through this partnership, Verizon Wireless will team up with LXP's subsidiary, schoolPAX®, to provide schools across the country with a free, alternative, and practical means of fundraising.

Verizon Wireless will offer thousands of schools, pre-K through 12<sup>th</sup> grade, cash rewards for “staying connected” with their services. Verizon customers must simply provide their designated school code each time they activate or renew their contract with Verizon Wireless to receive cash rewards for a school of their choice.

For families and friends of students, it is easy to give back to their community's schools by making sure their school is registered with schoolPAX® and using their specific codes at participating retailers. The program is completely free, any funds raised are entirely discretionary, and schools can use schoolPAX® in place of or to run alongside existing fundraising campaigns.

For Verizon Wireless, schoolPAX® provides the unique opportunity to engage with consumers one-on-one and establish dependable relationships by showing their loyalty to what their customers care about most. LXP's proprietary technology also allows these partners to analyze consumer trends, measure program efficiency and predict future performance.

Retail partners are able to build sales, strengthen customer loyalty and database intelligence, and enhance brand images by illustrating their devotion to their consumer's communities.

“To add Verizon Wireless as one of our retail partners is incredibly exciting,” states Alex DeMeo, CEO of LXP. “We are happy to have the opportunity to not only provide our partners with an efficient and practical service, but our communities as well. With schoolPAX®, communities are provided with a hassle-free resource to better their schools, and for Verizon, a more practical, personal means of reaching their audience.”

### **About Verizon Wireless**

Verizon Wireless is the largest wireless carrier in the U.S. with 87.7 million customers and 2,000 company operated stores and kiosks nation-wide. Verizon Wireless services Mobile Broadband for laptops, PDA's and handsets; V CAST Music for downloading and listening to music and watching music videos; V CAST for video clips, 3D games and other multimedia services; V CAST Mobile TV for broadcast and cable television live content and programming; Get It Now for text and picture messaging, downloading ringtones, ringback tones, games, and news alerts.

For more information about Verizon Wireless, visit [www.verizon.com](http://www.verizon.com).

STAY CONNECTED by visiting [Verizonwireless.com/myschool](http://Verizonwireless.com/myschool) and earn money for your school!

### **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 complement existing programs. For more information, visit the Loyalty eXchange Partner's website at [www.loyaltyxp.com](http://www.loyaltyxp.com)

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