



**PRESS RELEASE**  
**NOVEMBER 11<sup>TH</sup> 2004**

## **NARADA MICHAEL WALDEN FOUNDATION LOYALTY PROGRAM LAUNCH**

We are extremely excited to announce that the Narada Michael Walden Foundation and Global Loyalty X-Change will be the first group in North America to launch a unique pilot program which provides the missing technology platform and business model that ties together non-profit organizations, donors, small businesses, and the local community; all four participating in a partnership that creates a **win** for **every member** of the Program.

This cutting edge technology, (GeN "X-2" Platform), has typically only been available to large corporate businesses/chains who have had the luxury of financial and human resources necessary to insure the programs implementation and operation. The GeN "X-2" technology has been specifically designed to put the tools enjoyed by these large corporations into the hands of the small retailer and does so in a turn-key manner leaving very little for the retailer to think about except designing the program best suited to their individual needs. This allows the small business owner to accept and create their own individualized electronic loyalty and giftcard programs with the ability to monitor precise results while having the flexibility to change programs to remain competitive as seasonal business cycles now dictate.

Each person attending the Holiday Jam and supporting the Narada Michael Walden Foundation (a first run of 25,000 cards) will receive 5 NMW Foundation Loyalty Cards. When attendees receive their card, they determine what percentage of the discount they will receive from the coalition of Loyalty Merchants will go back to the NMW Foundation. They can choose between 25%, 50%, 75% or 100% of their discount to return to the NMW Foundation. This card will be used first the night of the event to purchase drinks, raffle tickets and auction items. After the event, the cards will be taken into the community to be used at a growing coalition of southern Marin merchants, (27 have so far committed their participation).

An example of how the NMW Foundation Loyalty Card works in the community is as follows: a customer presents their card at a Loyalty Merchant who offers a 10% discount to NMW Foundation cardholders, the customer then purchases a \$100 dollars worth of merchandise and receives a \$10 discount. Merchants have complete discretion over how much of a benefit they wish to set, (specific exceptions can be made to accommodate restaurants traffic flow). When the cardholders signed up for the Loyalty Card, if they indicated that 50% of their discounts would go back to the NMW Foundation; the 50% is stored in the Program Database for their account and is deducted automatically when their card is swiped by the Merchant. Thus, \$5 dollars goes to the NMW Foundation, which is a tax deduction for the merchant, and \$5 remains is immediately deducted from the total as a benefit to the customer. Through the NMW Foundation trust account and an ACH (automated clearing house) transaction, the local community beneficiary receives the donation directly into their bank account on the next business day.

The loyalty program will encourage consumers to patronize small businesses in the San Francisco Bay Area while simultaneously giving back to underprivileged children and other worthwhile causes (schools, churches, the homeless etc.), in **each** of the local communities where the program is set up.

### Benefits to the Merchant for joining the NMW Foundation Loyalty Program:

- Merchants take a straight line deduction for the entire amount going through the NMW Foundation as a charitable donation to the local community. They will receive a detailed transaction report of the donation for their tax records.
- Receive a link from the NMW Foundation Website to their website
- The NMW Foundation Website will be linked to Tiffany Evans website (her fan base includes over 1 million email addresses); Tiffany Evans is the spokeswoman for the NMW Foundation
- They get an ad in the NMW Foundation Holiday Jam Program (value \$500)
- They receive a half page full color ad in the Programs Merchant Directory (value \$500)
- They have the option of receiving a comparison quote on their credit card processing transaction fees GLX offer this service and has been successful in saving over 90% of its merchant money on their current processing rates
- They completely customize their own participation and parameters in the Loyalty Program Database
- They will be able to offer and/or add value to their existing gift certificate program (internet engine available to load, reload and send giftcards)
- They will be able to create an on-line shopping cart through existing templates that GLX has developed to accommodate most business models and business categories
- Merchants will be able to utilize the GeN "X-2" Platform as an at will marketing tool, inexpensively targeting very specific, measurable and targeted promotions to increase sales year-round and begin to develop customer trends to identify who their best customers are and how best to keep them more loyal

This is an extraordinary opportunity to participate in the launch of this new program model and technology platform (4 years in development), which NMWF and GLX believe, will set the standard and will soon become a "global model" for loyalty systems related to the merchant community, non profit organizations and donors both, public and private including **all** consumers. GLX strongly believes that it has been long overdue to develop a program model that becomes **100%** accountable to the donor regardless of the size of their contribution and we will guarantee to distribute a minimum of 95% of the donation to the precise **intended purpose** the donation is directed to.

For more information on other programs available or how you can participate in the launch of this program, please visit [www.global-loyalty.com](http://www.global-loyalty.com) or [www.nmwfoundation.org](http://www.nmwfoundation.org) or you may also contact Richard Trieber at 415-254-4492