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Kelly has helped to define and carry COLLOQUY's mission to be the voice of the loyalty industry since 1996. Serving as its brand steward with the goal of elevating Enterprise Loyalty to its fullest potential and drawing on her 20 years as a loyalty specialist, Kelly develops articles, white papers and educational initiatives that illuminate the many ways to unlock the asset of customer-specific data for her clients.

Kelly is devoted to bringing clarity and meaning to the Enterprise Loyalty space by pushing the boundaries of COLLOQUY's media coverage and has shared her expertise with correspondents of the *Wall Street Journal*, the *New York Times*, *USAToday*, *Brandweek*, *BusinessWeek*, *Advertising Age* and *SmartMoney*. Kelly is a sought-after presenter and she has taught loyalty marketing workshops and webinars around the world.

Kelly in 2003 launched and managed COLLOQUY's strategic consultancy, working with clients such as Lennar Homes, MGM MIRAGE, Eddie Bauer, Best Buy, HP and American Express. Prior experience includes a variety of positions managing membership programs with Buyers Choice (now The Polk Co.) and the National Wildlife Federation, and she has held database-marketing positions with ACS and Equifax Consumer Direct.

About COLLOQUY:

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and www.colloquy.com the most comprehensive loyalty web site in the world. COLLOQUY's research division develops research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing

Association and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.