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The Loyalty Leap Hits Best-Seller Lists in First Week, Touting That Any Company can Win on Customer Intimacy

Book Debuts on New York Times, USA Today and Wall Street Journal Best-Seller Lists

NEW YORK (May 21, 2012) - Recognized throughout the loyalty-marketing industry for his success and expertise, it is no surprise that LoyaltyOne President and CEO Bryan Pearson has already landed on multiple best seller lists with his first book, ***The Loyalty Leap: Turning Customer Information into Customer Intimacy***.

The book ranked at No. 5, No. 3 and No. 10 on the *New York Times*, *USA Today* and *Wall Street Journal* non-fiction best-seller lists, respectively. It was the No. 2 book on the *Wall Street Journal's* hardcover business book list. Officially launched Thursday, May 10, ***The Loyalty Leap*** is available in bookstores and online at Amazon.com ([U.S.](#) and [Canada](#)), [Barnes & Noble](#), [Indigo](#), [Books-A-Million](#) and [Indiebound](#) and is available for download on [iTunes or Kindle](#).

Pearson says his original goal in publishing ***The Loyalty Leap*** was to “shift the conversation about customer data from the marketing department to the boardroom, and eventually to the front lines where the consumer lives.” And Pearson knows a thing or two about collecting and using customer data. His company operates the AIR MILES Reward Program, N. America’s leading coalition loyalty program with a 70 percent household penetration rate in Canada.

For marketers, collecting data is relatively easy – what’s difficult is figuring out how to use data to the consumer’s advantage. In ***The Loyalty Leap***, Pearson reveals exactly what leading companies like Shell Oil, Hilton, Best Buy and AIR MILES *do*



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with their data – and how they do it so effectively that their customers willingly share personal information to further benefit themselves.

To learn more about ***The Loyalty Leap*** and see the preliminary reviews, visit www.pearson4loyalty.com

About Bryan Pearson:

With more than two decades experience developing meaningful customer relationships for some of the world’s leading companies, Bryan Pearson is an internationally recognized expert and author in the fields of enterprise loyalty and coalition marketing. As President of LoyaltyOne, a pioneer in loyalty strategies and measured marketing, he heads six global enterprises, leveraging the knowledge of 120 million customer relationships over 20 years to create relevant communications and enhanced shopper experiences.

Bryan has been quoted in more than 150 news outlets, including *The Wall Street Journal*, *Forbes*, *BusinessWeek*, the *Los Angeles Times*, *MSNBC* and the *Atlanta Journal-Constitution*. He is a regular contributor to *Retail Customer Experience*, *Customer Think*, *Creative Match* and *COLLOQUY* and has been widely quoted in the *Globe and Mail*, the *Vancouver Sun*, *National Post* and *Direct Marketing News*. He blogs weekly at www.pearson4loyalty.com.

About LoyaltyOne:

LoyaltyOne is a global leader in developing customer insights and strategy, delivering loyalty and marketing programs, and implementing customer experience management solutions for Fortune 1000 clients around the world.

LoyaltyOne's unparalleled track record in the loyalty marketplace stems from its unique combination of pragmatic, hands-on experience and continuous thought leadership.

LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier



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coalition loyalty program and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the equity partner of Direxions, a loyalty pioneer headquartered in India and the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry.

LoyaltyOne is an Alliance Data company. For more information, visit www.loyalty.com.



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