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Upcoming Book by Leading Loyalty Executive To Reveal the Secrets to Building Long-Term Customer Intimacy in a Privacy-Worried World

The Loyalty Leap: Turning Customer Information Into Customer Intimacy, by LoyaltyOne President Bryan Pearson, to Hit the Shelves in May 2012

NEW YORK (Sept. 14, 2011) – At a time when consumers are increasingly concerned about the use of their personal data, why is it that almost 10 million people willingly share their information with one of the largest loyalty companies on earth?

Bryan Pearson, President of the 1,600-employee LoyaltyOne, has written the book to explain just why. *The Loyalty Leap: Turning Customer Information into Customer Intimacy*, draws on more than 20 years of first-hand experience in building emotional loyalty in an information age, with insightful stories from the trenches of the data-gathering and marketing communications fields. It will be published in May 2012 by the Portfolio imprint of Penguin Group in both the US and Canada.

LoyaltyOne is operator of six global enterprises, including Canada's AIR MILES Reward Program, one of the world's most successful coalition loyalty programs. This places Pearson at the front lines of the privacy protection debate, a discussion he knows well since 99.99% of AIR MILES' 10 million customers willingly share their personal information with the company and opt to let it contact them on a regular basis.



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Through *The Loyalty Leap* Pearson shares his company's secrets of how it leverages the knowledge of 120 million customer relationships worldwide, gathered over 20 years, to create relevant communications and enhanced shopper experiences.

The Loyalty Leap arrives at a crucial time, illuminating the best practices for responsibly selecting, collecting and employing customer data – the raw material of today's marketing industry. Supplemented with compelling corporate stories and the results from an extensive, 2011 consumer survey, it provides a snapshot of the North American consumer's attitudes about privacy and the use of personal information for marketing and business purposes.

These findings, combined with Pearson's own rich experiences, result in a guide that illustrates ground-breaking concepts for building customer loyalty – from understanding and acting on consumer aspirations to the role of front-line employees in building customer engagement to achieving relevance in the social media sphere. With a constant eye to the real issues of privacy protection, *The Loyalty Leap* wraps up with five basic guidelines for using customer data responsibly while navigating the minefields of privacy.

“The ‘new normal’ of today's marketplace involves customers who jealously guard their privacy, yet also demand that all their unique needs be met,” Pearson said. “There is no choice other than to deliver on the desire for relevant connections that fulfill customer needs. The more advanced our capabilities, the more refined consumers' expectations. We make the loyalty leap by understanding our customers' needs, respecting their privacy, and having the tools to accomplish all this.”

Publication of *The Loyalty Leap* was arranged by James Levine of Levine Greenberg Literary Agency Inc., New York.

“*The Loyalty Leap* offers tangible lessons on how to successfully manage the greatest asset of any company in the digital age: its customer data,” said Will Weisser, Associate Publisher at Penguin US.



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Pearson is a sought-after expert and has been quoted in more than 150 newspapers, including the *Wall Street Journal*, *Forbes*, *BusinessWeek* and the *Los Angeles Times*. He has spoken and addressed groups on the topic of data management and customer loyalty in North and South America, Europe and Asia.

Pearson joined Alliance Data (formerly The Loyalty Group) in 1992, was appointed President of the AIR MILES Reward Program in 1999 and of LoyaltyOne in 2006. Since then, Bryan spearheaded LoyaltyOne's expansion into South America and the launch of AIR MILES My Planet and AIR MILES for Social Change, growing AMRP to more than 10 million accounts – two-thirds of Canadian households. For more information about Bryan Pearson, please visit LoyaltyOne.com.

For more information about “The Loyalty Leap: Turning Customer Information into Customer Intimacy,” and to order advance copies, please visit <http://www.pearson4loyalty.com>.

About LoyaltyOne:

LoyaltyOne is a global provider of loyalty strategy and programs, customer analytics and relationship marketing services. Its roster of clients includes leading businesses and brands in multiple sectors such as retail, banking, manufacturing, government, natural resources and utilities. LoyaltyOne businesses include Canada's AIR MILES Reward Program - North America's premiere coalition loyalty program, COLLOQUY, Precima, LoyaltyOne Consulting and Direct Antidote. LoyaltyOne's industry-leading Associates, practical experience and proven capabilities set the benchmark of thought leadership in the loyalty marketplace. Toronto-based LoyaltyOne is an Alliance Data company. For more than 30 years, Alliance Data has helped its clients build more profitable, more loyal relationships with their customers. For more information, visit www.loyalty.com.

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