

Contact:
Gayle Duncan
Vice President, Marketing
905 696-5723
Gayle.Duncan@maritz.com

FOR IMMEDIATE RELEASE

**Maritz Launches Next-Generation Loyalty Solutions through
Toronto-based Global Centre of Excellence**

*Maritz Loyalty Marketing Offers Brand Strategy, Digital Marketing, Engagement
Marketing and Full Spectrum of Consumer Loyalty Programs*

TORONTO (Nov. 22, 2011) – Maritz, a global leader in consumer loyalty marketing, employee engagement and sales channel performance, is expanding its leading-edge consumer loyalty solutions into the US market to help companies generate brand loyalty. Through its Toronto office, newly-appointed as Maritz' global centre of customer loyalty excellence, the Maritz Loyalty Marketing brand will focus on assisting companies throughout North America. To lead this exciting new initiative, Bob Macdonald has been appointed as president and CEO, in addition to his responsibilities as president and CEO of Maritz Canada Inc.

"We have assembled a great team of experts in brand strategy, creative strategy, consumer insights & analytics, and digital marketing & technology," said Macdonald. "Combine that with our depth of loyalty industry knowledge across Maritz, and we are poised to lead North America in delivering high impact loyalty solutions for our national and global clients."

Maritz Loyalty Marketing will offer the following services to clients in the US and Canada, in addition to the traditional spectrum of loyalty solutions, including points-based rewards programs:

- ❖ Brand strategy
- ❖ Creative strategy
- ❖ Consumer insights & analytics
- ❖ Consumer learning & gamification
- ❖ Digital marketing & technology
- ❖ Engagement Marketing

“We are entering the era of Loyalty 4.0, which is about affecting the consumer experience holistically - at every brand touch-point, through all stages of the customer’s experience with a brand and via all the brand stakeholders,” said Macdonald. “Simply, Loyalty 4.0 is about connecting brands, consumers, employees and channel partners to ensure the brand promise is always fulfilled.”

Maritz has been in the people business for more than 115 years and in the loyalty business specifically for the last 18 years. Through four generations of Maritz family ownership and via a broad portfolio of companies, Maritz continues to operate with a fundamental belief underpinning all business strategies: that business performance can be achieved by igniting the potential of people.

Over the last eight years, the Maritz Toronto office has built upon the depth of experience within Maritz’ portfolio of companies, and focused specifically on developing consumer loyalty solutions for clients within the retail, entertainment, travel, financial services, telecommunications, consumer packaged goods and spirits retailing industries.

For clients looking specifically for rewards strategy and fulfillment for consumer programs, [Maritz Motivation Solutions](#) offers best-in class rewards and fulfillment services, including merchandise, reward cards and experiences.

About Maritz Loyalty Marketing

Based in Toronto, Canada, Maritz Loyalty Marketing is a consumer loyalty-marketing agency specializing in delivering next generation loyalty solutions for its clients across North America. Leveraging over 115 years of history, experience and expertise from the Maritz family of companies, Maritz Loyalty Marketing provides its clients with consumer loyalty solutions that consider the holistic consumer experience- at every brand touch-point and through all stages of their lifecycle with a brand. For more information visit www.maritzloyaltymarketing.com or contact Gayle Duncan, VP Marketing at 905 696-5723.