

Loyal Rewards Email Service Maximizes Email Delivery for Retailers with New ‘Sender Score Certified’ Accreditation

Latest Effort to Ensure That Merchants’ Email Marketing Messages Reach Inboxes

Perkasie, PA (January __, 2008) — Loyal Rewards, a turnkey email marketing service that creates and executes email campaigns to help small businesses generate repeat business, announced today that it has taken additional steps to maximize delivery of merchants’ email messages by earning accreditation under Return Path’s Sender Score Certified whitelisting program. The certification reduces the risk that messages will be blocked by ISP or corporate spam filters, helping to increase campaign effectiveness.

Loyal Rewards qualified for Sender Score Certified status after undergoing a rigorous evaluation of its email practices, including list maintenance, security, authentication records, inclusion of unsubscribe options on every email, and consumer complaint history. The company will now be monitored to ensure that it continues the standards compliance and low complaint rates necessary to remain in the program.

“We were already whitelisted on major services like AOL so the majority of our emails have been reaching their destinations, but Sender Score Certified will increase our delivery rates even further by identifying Loyal Rewards emails as legitimate to thousands of smaller ISPs and company domains,” said Jay Siff, CEO of Loyal Rewards. “With this certification, we essentially have an email delivery seal of approval that can help our clients reach more customers through the email channel.”

Loyal Rewards enables retailers to run active, revenue-generating email marketing campaigns without the need to maintain their own email lists, employ a graphic designer or assume mailing responsibilities. The service furnishes a system for the merchant to gather customer email addresses, compiles and maintains the email database, creates professional-quality email gift certificates with the offer of the merchant’s choice, and sends the emails on the retailer’s behalf for just 4.5 cents per message.

The Sender Score Certified program (www.senderscorecertified.com) provides legitimate email senders a means of increasing their email delivery success, and simultaneously combats spam, by helping ISPs quickly identify and deliver email from a whitelist of reputable senders. The program’s whitelist is used by top ISPs like Microsoft and Roadrunner, top filtering solutions from Spam Assassin to IronPort Systems and Barracuda Networks, and thousands of top universities and Fortune 500 companies to simplify email screening and minimize erroneous filtering of wanted email messages.

Some companies have seen delivery improvement rates of as much as 21% after inclusion on the program’s whitelist. In some cases, the Sender Score Certified program also minimizes email rendering problems by displaying links and images that would otherwise be suppressed, leading to increased campaign response.

About Loyal Rewards

Loyal Rewards is a turnkey email marketing service that helps smaller companies generate repeat business from existing customers without the time and expense of running an email program in-house. The service handles email list building, list maintenance, and email design and distribution for pennies per message, with a focus on small retail operations such as restaurants, auto repair shops and car washes. Loyal Rewards is a service of Moving Targets, a leading provider of new resident direct marketing programs for small businesses. For more information, visit www.loyalrewards.com or www.movingtargets.com