



RewardStream Enhances Marketing Measurement with Release of Lifecycle Marketing Platform Version 4

RewardStream Inc., a leading marketing technology provider for loyalty and reward programs, today releases an upgraded version of the Lifecycle Marketing Platform.

Vancouver, Canada, October 12, 2006 --(PR.com)-- RewardStream Inc. (www.rewardstream.com), a leading marketing technology provider for loyalty and reward programs, today announced the release of RewardStream Lifecycle Marketing Platform™ (LMP) Version 4. RewardStream LMP is the technology backbone behind the deployment of RewardStream's robust and proven reward programs, and addresses loyalty marketing requirements throughout the customer lifecycle. Version 4 of the LMP delivers enhanced marketing measurement and graphic reporting capabilities, enabled by the integration of Business Objects Crystal Report XI into the platform. RewardStream LMP Version 4 also includes expanded Referral Marketing functionality, improved customer and channel segmentation capabilities, multi-lingual support, and enhanced data exchange options.

“Our goal is to build the most robust, technologically advanced reward and loyalty platform in the industry,” states Peter Oxley, RewardStream's CEO. “The release of RewardStream LMP Version 4 reinforces how we continually evolve our technology platform to address new functionality. The development focus for Version 4 was on enhancing marketing measurability and extending global functionality. By expanding our technology platform to provide meaningful reports and insightful data on the success of our clients' programs, we have built a platform that our clients can use to measure their marketing investments. This is the information they need to make insightful, strategic business decisions.”

RewardStream LMP Version 3 already delivered best practice workflow automation of reward fulfillment and other time-consuming tasks, complex reward and business rule functionality, reporting, and rapid program deployment. RewardStream LMP Version 4 builds on these with the following four specific enhancements:

- Reporting Center: Clients are now able to access in-depth measurement of their marketing programs through expanded program reporting. This is powered by the integration of Business Object's Crystal Reports XI into RewardStream LMP Version 4. The result is the display of program data into highly formatted reports with graphical charts, as well as exporting of report results to a variety of file formats, including Excel, PDF and CSV.
- Referral Functionality: This includes support for both verbal and emails referrals, tracking of the referral process from initiation to member activation, and independent reward logic that allows rewards to differ between referrer and referee.
- Date-activated SKU Reward Rules: Clients can schedule SKU-based reward rules, which can expire or go live within preconfigured date ranges, allowing for advanced setup of future reward logic and limited time offers.
- Multi-Lingual Support: Online customer or channel program portals auto-recognizes and displays information based on user's preferred language. This is enabled by the platform's expanded ability to



capture, export, import and present information to program users and administrators in all recognized languages, dates and numbering formats.

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