



WebLoyalty CEO Named to Silicon Alley Insider's Annual Top 100 List

WebLoyalty, a leading provider of online, technology-based marketing services, today announced that the company's co-founder and CEO Rick Fernandes was selected as one of the 2007 Silicon Alley 100, the publication's annual list of the most influential people in New York's digital business community. Fernandes was chosen from among hundreds of nominations.

Norwalk, CT, December 19, 2007 --(PR.com)-- In selecting and ranking the top 100, Silicon Alley Insider emphasized entrepreneurship, past and recent successes, reputation and general influence within the New York digital community. The committee spent two months reviewing candidates, with a focus on entrepreneurship over managership, and the process also included reader input and visibility within the community.

"I am honored to be named one of the Silicon Alley's Top 100," said Rick Fernandes, co-founder and CEO, [Webloyalty](#). "As a company, [Webloyalty](#) has enjoyed great success over the past several years, and this professional distinction is a credit to the excellence of our employees and the strength of our client relationships. Without both, we would not have been able to achieve these milestones."

Fernandes has more than 20 years experience in direct and interactive marketing, and he co-founded [Webloyalty](#) with Vincent D'Agostino in 1999. To date, [Webloyalty](#) has received many national accolades; the company was recently nominated to the Deloitte & Touche Technology Fast 500 and the Connecticut Fast 50 lists.

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