

**PRESS RELEASE**

Contact:  
 eLoyalty Corporation  
 Bill Noon, Vice President and Chief Financial Officer  
 (847) 582-7019  
 ir@e Loyalty.com

**eLoyalty Corporation**  
 150 Field Drive, Suite 250  
 Lake Forest, Illinois 60045  
 www.e Loyalty.com  
 t 847.582.7000  
 f 847.582.7001

## eLoyalty Announces Signing \$20.6 million of New Contracts

LAKE FOREST, IL, March 5, 2009 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services and solutions company, announced the signing of seven new contracts worth \$20.6 million as follows:

Contract Type	in millions			
	Managed Services	Consulting Services	Product Resale	Total Contract Value
ICS Project	\$1.7	\$1.6	\$2.8	\$6.1
Behavioral Analytics™ Expansion	5.0			5.0
ICS Managed Services Renewal	4.1			4.1
ICS Managed Services Renewal	3.5			3.5
ICS Project	0.4		0.5	0.9
ICS Project	0.3	0.2		0.5
ICS Managed Services Renewal	0.5			0.5
<b>Total</b>	<b>\$15.5</b>	<b>\$1.8</b>	<b>\$3.3</b>	<b>\$20.6</b>

eLoyalty expects to recognize the majority of the consulting services revenues in the first three quarters of 2009; the managed services revenues are expected to be recognized over the next three years; and the product resale revenue is expected to be recognized in the first half of 2009.

The \$20.6 million of new contracts is an addition to the \$15.8 million previously announced contract signings which occurred in early January.

### About eLoyalty

eLoyalty helps its customers achieve breakthrough results with revolutionary analytics and advanced technologies that drive continuous business improvement. With a long track record of delivering proven solutions for many of the *Fortune* 1000, eLoyalty’s offerings include the Behavioral Analytics™ Service, Integrated Contact Solutions and Consulting Services, each of which enables focused business transformation.

### Safe Harbor Statement

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding anticipated financial results and other matters that are not strictly historical in nature. These forward-looking statements are based on current management



expectations, forecasts and assumptions, and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements. The risks, uncertainties and other factors that might cause such a difference include those described under "Forward-Looking Statements" and "Risk Factors" in eLoyalty's Form 10-K, Form 10-Q and other filings with the U.S. Securities and Exchange Commission. Readers are cautioned not to place undue reliance on forward-looking statements. They reflect opinions, assumptions and estimates only as of the date they are made, and eLoyalty Corporation undertakes no obligation to publicly update or revise any of these forward-looking statements, whether as a result of new information, future events or circumstances or otherwise.