

PRESS RELEASE

Contact:
eLoyalty Corporation
Steven Pollema, Vice President, Integrated Contact Solutions/CRM BU
(847) 582-7100
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 Corporation Wins Cisco U.S. and Canada UC Partner of the Year Award, Central Region, at Cisco Partner Summit

LAKE FOREST, IL, June 30, 2009 - eLoyalty Corporation (**NASDAQ: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ Service and solutions company, announced today that it is the recipient of a Cisco Partner Summit regional award for Central Region Unified Communications Partner of the Year. Cisco unveiled the winners on June 2nd at its annual partner conference in Boston.

"I have the honor and privilege of recognizing eLoyalty Corporation as a Cisco Partner Summit regional award winner," said Wendy Bahr, senior vice president, U.S. and Canada channels at Cisco. "The U.S. and Canada Unified Communications Partner of the Year award recognizes eLoyalty's performance and accomplishments as a Cisco channel partner in the Central Region in 2008."

"eLoyalty's Integrated Contact Solutions (ICS) offerings enable companies to reduce operating costs, transform their customer service and sales experience, and deliver solid economic benefits," said Steve Pollema, vice president, ICS Business Unit at eLoyalty. "Our ICS solutions and managed services are largely based on Cisco technology. Together, eLoyalty and Cisco enable our clients to make continuous improvements in the efficiency and effectiveness of customer interactions and improve their competitive position."

Cisco Partner Summit awards are presented at three levels: regional, theater and global. Cisco Partner Summit U.S. and Canada regional awards reflect a partner's performance in a given geographic region of the United States or Canada.

About eLoyalty

eLoyalty enables its customers to achieve breakthrough results with revolutionary analytics and implementation of advanced VoIP applications. eLoyalty's principal offerings include the Behavioral Analytics™ Service and Integrated Contact Solutions (ICS).

