

PRESS RELEASE

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eLoyalty Board Approves Cash Dividend for Series B Preferred Stock

LAKE FOREST, IL, June 11, 2010 – The Board of Directors of eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ Service and solutions company, declared a cash dividend of \$0.1785 per share on its 7% Series B convertible preferred stock (Series B stock), payable on July 1, 2010 to record stockholders as of the close of business on June 15, 2010. This dividend represents the regular semi-annual dividend for the period from January 1, 2010 through June 30, 2010. The aggregate amount of this dividend payment will be approximately \$634,000. The dividend accrued for the period from July 1, 2008 through December 31, 2008 will not be paid at this time.

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).

