

**PRESS RELEASE**

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## eLoyalty to Participate in the 8th Annual JMP Securities Research Conference

LAKE FOREST, IL, May 11, 2009 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services and solutions company, today announced that it will be participating in the 8<sup>th</sup> Annual JMP Securities Research Conference to be held in San Francisco, California on May 18-20, 2009. Mr. Kelly Conway, eLoyalty's President and Chief Executive Officer will represent eLoyalty at the conference at 11:00 a.m. (PDT) on Monday, May 18, 2009.

During this presentation, Mr. Conway will outline eLoyalty's strategy, review the progress of its ICS and Behavioral Analytics™ Business Units and outline the company's revenue growth plans.

Mr. Conway's presentation will be webcast in real time. Those wishing to listen must register to do so at <http://www.wsw.com/webcast/jmp8/eloy/>. The webcast will remain available for replay for 90 days following the presentation.

### 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.

