

**PRESS RELEASE**

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## eLoyalty Announces Signing \$30.7 Million of New Contracts

LAKE FOREST, IL, June 3, 2009 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ Service and solutions company, today announced the signing of eight new Managed Services contracts totaling \$30.7 million.

The contract signings consist of the following:

- Three Behavioral Analytics™ Service contracts totaling \$24.5m (2 new contracts and 1 renewal)
- Five ICS Managed Services contracts totaling \$6.2m (1 new contract and 4 renewals)

eLoyalty expects to recognize the majority of the managed services revenues over the next three years.

### 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).

### 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.

