

## PRESS RELEASE

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## eLoyalty to Participate in William Blair & Company's 3<sup>rd</sup> Annual Emerging Growth Stock Conference

LAKE FOREST, IL, September 18, 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 William Blair & Company's 3rd Annual Emerging Growth Stock Conference to be held in New York on October 6, 2009. Mr. Kelly Conway, eLoyalty's President and Chief Executive Officer, will represent eLoyalty at the conference at 9:30 a.m. (ET) on Tuesday, October 6, 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/blair18/eloy>. The webcast will remain available for replay for 30 days following the presentation.

### 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).

