

## Alliance Data's LoyaltyOne Business Announces Brazilian Coalition Loyalty Program Expansion Into Tenth Market

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### Two New Regional Supermarkets and Consumer Electronics Retailer join dotz Program in Goiania

Dotz's expansion into its tenth consumer-concentrated market represents a total estimated population of more than 26 million Brazilians. Other dotz markets include Belo Horizonte, Brasília, Sao Paulo State Interior (Campinas), Fortaleza, Recife, Santa Catarina and Curitiba, Joao Pessoa and Sorocaba in Sao Paulo Interior, and now Goiania.

In addition to this new market, dotz also announced that regional supermarkets Pro-Brazilian and Hiper Moreira and specialty retailer and consumer electronics partner Novo Mundo have joined dotz's expanding roster of regional and national coalition sponsors that include Banco do Brasil, one of Brazil's largest national banks; Ale, one of the nation's largest gasoline station chains; Bob's, a national fast food restaurant chain; and Pague Menos, a leading national Brazilian drug store chain.

"With more than 13 million members now collecting dotz throughout Brazil, CBSM and LoyaltyOne continue to work closely to expand the program's membership and sponsor core, including identifying new regional and national market growth opportunities, specifically new sponsor issuance and redemption categories in high consumer-traffic regions," said Bryan Pearson, president of LoyaltyOne.

"The launch of Goiania marks our tenth market, and another significant urban metropolitan area to operate the dotz program within," said Roberto Chade, president of Dotz. "Each new market launched reinforces the value proposition of the program and further validates our expansion strategy. We anticipate continued growth in 2014, as we look to penetrate additional consumer-density markets by year's end."

The dotz coalition loyalty program is similar to the Canadian [AIR MILES® Reward Program](#) – consumers can join online or at multiple participating sponsor locations to collect points on their dotz collector cards. Consumers accumulate dotz points through everyday shopping, which can be redeemed for various rewards.

Brazil has the fifth-largest population in the world with more than 198 million citizens (versus approximately 35 million in Canada) and has the characteristics required to host a successful coalition loyalty program.

#### **About LoyaltyOne:**

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program; a majority stake in European-based BrandLoyalty, one of the largest and most successful campaign-driven loyalty marketers outside of the Americas; and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry.

#### **About Alliance Data**

Alliance Data® (NYSE: ADS) and its combined businesses is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 company headquartered in Dallas, Alliance Data and its three businesses employ approximately 12,000 associates at more than 80 locations worldwide. Alliance Data was named to *FORTUNE* magazine's 2014 list of [World's Most Admired Companies](#).

Alliance Data consists of three businesses: [Alliance Data Retail Services](#), a leading provider of marketing-driven credit solutions; [Epsilon](#)®, a leading provider of multichannel, data-driven technologies and marketing services; and [LoyaltyOne](#)®, which owns and operates the [AIR MILES](#)® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our website, [www.alliancedata.com](http://www.alliancedata.com), or follow us on Twitter via [@AllianceData](#).

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Quarterly Reports on Form 10-Q for each quarterly period subsequent to the Company's most recent Form 10-K.

**Contact:**

**Alliance Data**

**Tiffany Louder – Investor Relations**

**214-494-3048**

**[tiffany.louder@alliancedata.com](mailto:tiffany.louder@alliancedata.com)**

**Julie Prozeller – Analysts/Investors**

**FTI Consulting**

**212-850-5721**

**[alliancedata@fticonsulting.com](mailto:alliancedata@fticonsulting.com)**

**Shelley Whiddon – Media**

**214-494-3811**

**[shelley.whiddon@alliancedata.com](mailto:shelley.whiddon@alliancedata.com)**