

PRESS RELEASE

Contact:
eLoyalty Corporation
Steve Pollema
(847) 582-7000
marketing@eloyalty.com

eLoyalty Corporation
150 Field Drive, Suite 250
Lake Forest, Illinois 60045

www.eloyalty.com

t 847.582.7000
f 847.582.7001

eLoyalty Corporation Achieves Gold Certification from Cisco

LAKE FOREST, IL, December 18, 2009 -- eLoyalty Corporation (NASDAQ: ELOY), a leading Integrated Contact Solutions and Behavioral Analytics® services company, announced today it has achieved Gold Certification from Cisco® in the United States. To earn Gold Certification, eLoyalty had to meet rigorous standards for Voice over IP (VoIP) and Networking solutions competency, service, support and customer satisfaction set forth by Cisco.

"eLoyalty has achieved leadership in delivery and managed services for Cisco-based Enterprise Contact Center and Self-Service Solutions," said Steve Pollema, vice president, ICS Business Unit at eLoyalty. "We are proud to be recognized by Cisco as a Gold Partner, reflecting our depth of expertise in VoIP solutions, and the dedication of an incredible team of people."

"We are committed to providing the tools, training and programs that help drive partner growth, differentiation and profitability," said Edison Peres, vice president and chief go-to-market officer for worldwide channels at Cisco. "With specializations in Contact Center, Unified Communications, Routing and Switching, Security, and Wireless LAN, eLoyalty has made an investment in developing the capability to deliver the integrated and customized technology solutions today's customers demand."

The Cisco Resale Channel Program provides partners with the training required to build sales, technical and Cisco Lifecycle Services skills, and then validates their skills through a third-party audit. Cisco resale partner certifications represent an increasing breadth of skills across key technologies and a partner's ability to deliver integrated networking and Voice over IP (VoIP) solutions.



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As a Cisco Gold Certified Partner, eLoyalty has met the requirements for attaining the broadest range of expertise across multiple technologies by achieving the four following Cisco advanced specializations: Unified Communications, Routing and Switching, Security, and Wireless LAN. In addition, eLoyalty has integrated Cisco Lifecycle Services into their offerings and is required to maintain high levels of customer satisfaction. Cisco Gold Certification provides eLoyalty access to comprehensive sales, technical, and lifecycle services training and support available from Cisco.

About eLoyalty

eLoyalty enables its customers to achieve breakthrough results with revolutionary analytics and implementation of advanced VoIP applications. Our principal offerings include the Behavioral Analytics® Service and Integrated Contact Solutions (ICS).

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