

**PRESS RELEASE**

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## eLoyalty Schedules First Quarter Earnings Release and Conference Call

LAKE FOREST, IL, April 14, 2009 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services and solutions company, today announced that it intends to release its first quarter 2009 financial results after the market close on Wednesday, May 6, 2009. eLoyalty management also plans to host a conference call at 5:00 p.m. Eastern time on Wednesday, May 6, 2009.

The conference call and slide presentation will be available live via the Internet at the Investor Relations section of eLoyalty's website at <http://www.e Loyalty.com/investor/>. Participants should access the website at least fifteen minutes before the conference call begins to download and install any necessary audio software.

For those who cannot access the live broadcast, a replay of the conference call will be available beginning approximately two hours after the live call is completed until May 20, 2009 by dialing (800) 642-1687 or, for international callers, (706) 645-9291 and entering conference ID number 94216458.

### 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.

