

PRESS RELEASE

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eLoyalty to Participate in the 9th Annual JMP Securities Research Conference

LAKE FOREST, IL, April 27, 2010 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services company, today announced that it will be participating in the 9th Annual JMP Securities Research Conference to be held in San Francisco, California on May 10-12, 2010. Mr. Kelly Conway, eLoyalty's President and Chief Executive Officer will represent eLoyalty at the conference at 11:30 a.m. (PDT) on Wednesday, May 12, 2010.

During this presentation, Mr. Conway will outline eLoyalty's strategy, review the progress of its ICS and Behavioral Analytics™ Service 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/jmp10/elo/>. The webcast will remain available for replay for 90 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).

