

PRESS RELEASE

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eLoyalty Schedules Second Quarter Earnings Release and Conference Call

LAKE FOREST, IL, July 13, 2010 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services company, today announced that it intends to release its second quarter 2010 financial results after the market close on Wednesday, August 4, 2010. eLoyalty management also plans to host a conference call at 5:00 p.m. Eastern time on Wednesday, August 4, 2010.

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.eloyalty.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 August 18, 2010, by dialing (800) 642-1687 or, for international callers, (706) 645-9291 and entering conference ID number 87713670.

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).

