

PRESS RELEASE

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eLoyalty to Participate in the Raymond James 31st Annual Institutional Investors Conference

LAKE FOREST, IL, February 22, 2010 – eLoyalty Corporation (**Nasdaq: ELOY**), a leading Integrated Contact Solutions and Behavioral Analytics™ services company, today announced that it will be participating in the Raymond James 31st Annual Institutional Investors Conference to be held in Orlando, Florida on March 8-10, 2010. Mr. Kelly Conway, eLoyalty's President and Chief Executive Officer will represent eLoyalty at the conference at 7:30 a.m. (EST) on Wednesday, March 10, 2010.

During this presentation, Mr. Conway will outline eLoyalty's strategy, review the progress of its ICS and Behavioral Analytics™ 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/rj54/eloy/>. The webcast will remain available for replay for 7 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).

