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## SourceMedia Loyalty program Sponsored by Discover® Network The first conference reward program

**July, 28 2008...New York City** - SourceMedia Conferences is pleased to announce the SourceMedia Loyalty program sponsored by Discover® Network, a business unit of Discover® Financial Services. Introduced at the *20th Annual Card Forum* held in Miami last April, the SourceMedia Loyalty program attracted 200 participants who received their loyalty card when they attended the conference.

"The card is designed to reward our loyal customers as well as bring back past attendees that can't come every year. Our card events have a very loyal following and we want to let them know that we appreciate their support year after year, especially when budgets have been tighter than they have been," says Amy Zucchi, Director of Marketing for SourceMedia. The loyalty card is co-sponsored with Discover® Network and offers immediate perks such as free workshops, VIP status, dinners, etc. as well as a Discover® Network prepaid card that can be used everywhere Discover® Network Cards are accepted.

"Discover® Network is committed to loyalty-building and the value it brings to our customers and business partners," says Shannon Myhre, Marketing for Discover® Network. "We are pleased to support a program that helps promote one of our core tenets."

The SourceMedia Loyalty program will be a part of roughly 10 SourceMedia conferences over the next 12 months including: ATM Debit & Prepaid, Financial Services Marketing, Reinventing Loyalty, Canadian Payments, Card Forum, CTST, etc. To find out more about the program, please visit <http://www.sourcemediaconferences.com/loyaltyprogram>. For information on the ATM Debit & Prepaid Forum being held in AZ this October, please visit <http://www.sourcemediaconferences.com/ATMDebit08>

### **About ATM, Debit & Prepaid Forum**

The largest card and payments-based event focusing on three distinct market segments (ATM, Debit & Prepaid) in one comprehensive program, designed for C-level executives from banks, financial institutions and non-traditional bankcard issuers. Topics will include: ATMs and the Future of Cash, Surcharge-Free Networks, ATM Service Delivery, Debit Rewards, Fraud Prevention, Debit Product Development, Prepaid Innovation, Mobile Banking and Payments, Serving the Underbanked and Youth Market, Alternative Payments.

### **About SourceMedia**

SourceMedia provides market information, including news, analysis, and insight to the financial services through its publications, industry-standard data applications, seminars and conferences. Its flagship publications, including *American Banker*, *National Mortgage News*, *The Bond Buyer*, and *Accounting Today*, have helped build SourceMedia's reputation as the pre-eminent information source in its respective markets. SourceMedia produces over 70 events a year in all of the above spaces attracting over 20,000 attendees annually.

### **About Discover® Financial Services**

Discover® Financial Services (NYSE: DFS) is a leading credit card issuer and electronic payment services company with one of the most recognized brands in U.S. financial services. The company operates the Discover® Card, America's cash rewards pioneer. Since its inception in 1986, the company has become one of the largest card issuers in the United States. Its payments business consists of the Discover® Network, with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in 185 countries and territories. For more information, visit [www.discoverfinancial.com](http://www.discoverfinancial.com).

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