



e-Rewards, Inc. Announces Agreement to Acquire Conversition Strategies

Plano, TX – May 10, 2011 – e-Rewards, Inc., a global leader in digital data collection and reporting, today announced it has reached an agreement to acquire Conversition Strategies.

Founded in February 2009 by former IPSOS executives, Conversition is a pioneer in the Social Media Research industry, and was formed to capitalize on the emerging trend to perform market research within the social media channel. The primary product offered by Conversition is EvoListen®. A patent-pending technology, EvoListen collects data sourced from online social media outlets, cleans and filters the data collected, utilizes scientific sampling and weighting to report the results, and then formats it into quantitative data sets.

“With over half a billion consumers worldwide engaging in social media platforms today, we believe social media listening will continue to become an increasingly important way for businesses to collect valuable insights around the needs and wants of their customers,” said Chris Havemann, President and Chief Executive Officer of e-Rewards. “Our acquisition of Conversition will allow us to further accelerate our social media strategy while enhancing the research capabilities we offer. We remain committed to equipping our clients with innovative products that help with the collection and analysis of digital data.”

Commenting on the announcement, Tessie Ting, Co-founder of Conversition said, “We are thrilled about combining the benefits of more traditional online survey research with those of social media research. Through this acquisition, e-Rewards will continue to strengthen its position as the leading global digital data collection provider with an expertise in social media research.”

About e-Rewards, Inc.

e-Rewards, Inc. is a global leader in permission based digital data collection and reporting. With over 1000 employees worldwide, it operates a strong portfolio of brands including Research Now, e-Miles, and Peanut Labs. For more information, visit www.e-rewardsinc.com.

About Conversition Strategies

Conversition Strategies is an online social media data collection company based in Toronto, Canada. Conversition listens to consumers by applying scientific principles to the collection and analysis of social media data. Its strength lies in combining the expertise of respected market researchers with an in-depth understanding of social media. For more information, visit www.conversition.com.

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