



BondRewards Brings New Approach to Helping Members Invest for the Future

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San Francisco, CA - Lealta Media is advancing the concept of rewarding online shoppers with a significant enhancement to their flagship loyalty marketing program BondRewards. Currently, members earn BondRewards for each purchase made through participating retailers that are redeemable for US Savings Bonds. Starting this month, members have the option to convert their BondRewards to cash that is deposited directly to the savings account of their choice.

The new approach gives members more flexibility and control with their investments. For every two BondRewards earned making purchases on the site, the member earns \$1.00 which can be deposited directly into money market accounts, college funds, 401(k) plans, or any other savings account with any financial institution. With the cash deposit option, BondRewards members can funnel their earnings into accounts that have more attractive returns or flexible withdrawal rules, making it easier to invest for specific purposes.

"We are passionate about helping people save money. By giving our members the option to deposit their rewards into a savings account empowers them to save for short and long term financial goals—making saving easier. This is the first of several new concepts we will launch in 2008 to innovate the digital loyalty market," said Ken Thompson, President and Founder of Lealta Media, Inc.

With the changes to BondRewards, Lealta Media continues its dedication to helping consumers save money for the future and to make rewards more meaningful and relevant. The new direct deposit program, along with tips and advice from the BondRewards Personal Finance Center, gives members new ways to improve their long-term financial outlook while shopping online for the things they want and need.

About Lealta Media Inc

Lealta Media is an Internet Loyalty and Advertising Company based in San Francisco, California. Lealta's mission is to make saving for the future simple by motivating members to shop guilt-free, earn rewards and deposit them in the savings plan of their choice. Lealta's flagship loyalty program is BondRewards (www.bondrewards.com). Members earn BondRewards that they subsequently exchange for US Savings Bonds and soon any savings account they choose. BondRewards is a free permission-based, opt-in program. Members earn rewards from shopping among Lealta's 500+ retail partners and over 5 million products, receiving and reviewing ad-supported email promotions and interacting on the website: taking surveys, motivating one another, sharing success stories, shopping tips and learning how to save and invest.