



FOR IMMEDIATE RELEASE

LoyaltyOne Mississauga Employees Encouraged to Start Pedaling

MISSISSAUGA, July 5, 2013 – LoyaltyOne, a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world, is taking their environmental initiatives to the next level by expanding their sustainable fleet of fuel efficient cars to include a fleet of CycleLoan branded bicycles. The company will be launching the CycleLoan program at their Mississauga office to encourage employee wellness and further reduce the company's environmental footprint.

The program is being initiated in response to a recent Employee Commuting Survey that revealed a majority of employees at the Mississauga office expressed a keen interest in having a bike fleet program available at their workplace. "It is clear that our associates care about their impact on the environment. We want to support their efforts in leading more sustainable lives, both at work and at home, by providing them with the tools they need to make those sustainable choices," said Debbie Baxter, Chief Sustainability Officer and VP of Workplace Services at LoyaltyOne.

LoyaltyOne purchased a fleet of bicycles from SustainMobility earlier this year, and will be encouraging employees to use the CycleLoan program for local business trips, personal errands as well as exercise. Through the CycleLoan program, LoyaltyOne will be promoting an active mode of transportation to employees who would otherwise be driving for short distance trips. The program will also provide a mobility option to those employees who don't normally drive to work.

Glenn Gumulka, Executive Director of SustainMobility applauds LoyaltyOne for supporting the CycleLoan initiative. "It's very exciting to see large companies such as LoyaltyOne be a catalyst for environmental change. LoyaltyOne's participation in the program demonstrates their strong commitment to both the environment and the well-being of their employees," said Mr. Gumulka.

As an active Smart Commute Mississauga workplace since 2009, LoyaltyOne's commitment to the Smart Commute program has helped them deliver sustainable transportation solutions such as the Activate Your Commute online tool and the Carpool Zone initiative. "We have been committed to progressive environmental standards and practices for years, and we are continuously looking for strategies to reduce our impact on the environment. The CycleLoan program is just another great initiative that aligns with our corporate responsibility goals," said Debbie Baxter.

The company hopes that incorporating CycleLoan bicycles into their existing sustainable fleet will inspire their employees, customers and other businesses to adopt similar practices that will create positive change.

CycleLoan will be available to all LoyaltyOne employees free of charge at the Mississauga office as of July 8, 2013. To learn more about SustainMobility's CycleLoan Program, please contact:

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About SustainMobility

SustainMobility is a non-profit social enterprise that is committed to fostering sustainable transportation solutions. We work with all levels of government, employers and employees to implement programs that reduce carbon emissions & travel costs, and ease traffic congestion.