

## LoyaltyOne Releases Fourth Annual Accountability Report

TORONTO, Jul. 29 /CSRwire/ - LoyaltyOne, Inc. has released its fourth annual Accountability Report: *Turning Passion into Purpose*. Built on an award-winning platform, the report, which includes a Read Out Loud accessibility option, features a series of videos starring associates across the organization proudly illustrating LoyaltyOne's accomplishments in environmental leadership, community involvement and associate engagement.

LoyaltyOne's dedication to sustainability and corporate social responsibility has been recognized on a national scale. In 2012, the organization was named one of Canada's 30 Greenest Employers in addition to being named one of the 50 Best Employers in Canada, both by Aon Hewitt. LoyaltyOne was also recognized as having one of Canada's Ten Most Admired Corporate Cultures by Waterstone Human Capital.

"Businesses have the power to create healthier environments and stronger communities. At LoyaltyOne, we've integrated this belief into our core business practices, fostering a culture driven by a passion for sustainability," said Bryan Pearson, President and CEO, LoyaltyOne. "By setting a positive example, we hope to inspire others to work together and create positive change."

### Key 2012 Report Highlights:

- Purchased 100 per cent green electricity from Bullfrog Power for the Toronto, Mississauga and Calgary offices, achieving a carbon dioxide reduction of 794.2 tonnes in 2012
- Pursued a LEED® (Leadership in Energy and Environmental Design) certification in the Toronto head office by upgrading the facility's HVAC and light systems and replacing key infrastructure items
- Raised more than \$1,500,000 for charities such as *motionball* in support of Special Olympics Canada, Kids Help Phone, CP24 CHUM Christmas Wish and the Daily Bread Food Bank, among others
- Tripled associate participation in the volunteer paid day-off program
- Purchased corporate keys for associate access to the BIXI Bike network in the Toronto and Montreal offices as a sustainable transportation option in addition to the on-site fuel efficient vehicles and transit passes
- Achieved a 95 per cent rating of associates indicating they believe LoyaltyOne helps to make the communities in which we operate a better place to live/work

"Going forward, LoyaltyOne will continue to build momentum by implementing additional sustainable initiatives, such as expanding our sustainable fleet of vehicles to include electric cars," said Debbie Baxter, Chief Sustainability Officer, LoyaltyOne. "We also will give associates more ways to give back to the community through an expanded volunteer program, continuing to turn our passion into positive sustainable change."

View the report online here: [www.loyalty.com/accountabilityreport](http://www.loyalty.com/accountabilityreport).

### About LoyaltyOne

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne's unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world's most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America's premier coalition loyalty program and a working partnership with Latin America's leading coalition program, dotz. LoyaltyOne is also the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry.

LoyaltyOne is an Alliance Data company. For more information, visit [www.loyalty.com](http://www.loyalty.com).

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