



Webcast Alert: eLoyalty Corporation Announces Fourth Quarter Earnings Conference Call Webcast

January 23, 2003

LAKE FOREST, Ill., Jan. 23 /PRNewswire-FirstCall/ -- eLoyalty Corp (Nasdaq: ELOY) announces the following Webcast:

What: eLoyalty Corporation Fourth Quarter Earnings Conference Call

When: 01/30/03 @ 6:00 p.m. Eastern

Where: <http://www.firstcallevents.com/service/ajwz371299219gf12.html>

How: Live over the Internet -- Simply log on to the web at the address above.

eLoyalty is a leading management consulting and systems integration company focused on increasing profitability through customer service. With professionals in offices throughout North America and Europe, eLoyalty's broad range of enterprise Customer Relationship Management (CRM) related services and solutions include creating customer strategies; defining technical architectures; selecting, implementing and integrating best-of-breed CRM software applications; and providing ongoing support for multivendor systems. The combination of eLoyalty's methodologies and technical expertise enables eLoyalty to deliver the tangible economic benefits of customer loyalty for its Global 2000 clients. For more information about eLoyalty, visit www.loyalty.com or call 877-2ELOYAL.

(Minimum Requirements to listen to broadcast:

The Windows Media Player software, downloadable free from <http://www.microsoft.com/windows/windowsmedia/EN/default.asp> and at least a 28.8 kbps connection to the Internet. If you experience problems listening to the broadcast, send an email to webcastsupport@tfprn.com .)

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