

**POINTS INTERNATIONAL LTD. BUSINESS METRICS**



	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09
<b>TOTAL ALL CHANNELS</b>												
Points/Miles Transacted	676,552,656	669,718,881	744,536,134	589,173,575	674,894,896	735,177,526	824,012,927	823,685,888	747,793,473	937,291,060	967,968,058	1,241,254,099
<i>vs. previous year</i>	-23%	-15%	-11%	-31%	-20%	-5%	1%	11%	-11%	30%	27%	58%
# of Points/Miles Transactions	75,168	71,029	80,723	67,729	76,005	81,265	86,325	88,371	80,537	94,287	85,122	97,852
<i>vs. previous year</i>	-27%	-26%	-24%	-33%	-26%	-17%	-18%	-12%	-16%	8%	-5%	-7%
Cumulative Points/Miles transacted	38,802,439,572	39,472,158,453	40,216,694,587	40,805,868,162	41,480,763,058	42,215,940,584	43,039,953,511	43,863,639,399	44,611,432,872	45,548,723,932	46,516,691,990	47,757,946,089
<i>vs. previous year</i>	32%	31%	30%	28%	27%	26%	26%	25%	24%	25%	25%	25%
<b>PRIVATE BRANDED CHANNELS</b>												
Points/Miles Transacted	581,889,079	588,812,649	649,354,824	498,892,662	579,383,570	633,455,245	734,427,549	726,361,495	652,599,399	833,623,066	822,045,007	1,077,440,638
<i>vs. previous year</i>	-25%	-17%	-14%	-35%	-25%	-9%	6%	12%	-14%	36%	37%	68%
# of Points/Miles Transactions	68,413	63,971	72,247	60,228	68,515	73,148	78,832	78,549	73,840	86,689	76,714	89,015
<i>vs. previous year</i>	-29%	-29%	-27%	-37%	-30%	-20%	-16%	-16%	-17%	10%	-4%	-7%
Cumulative Points/Miles transacted	34,046,968,798	34,635,781,447	35,285,136,271	35,784,028,933	36,363,412,503	36,996,867,748	37,731,295,297	38,457,656,792	39,110,256,191	39,943,879,257	40,765,924,264	41,843,364,902
<i>vs. previous year</i>	32%	31%	29%	28%	26%	25%	25%	25%	24%	24%	24%	25%
<b>POINTS.COM CHANNELS</b>												
Points/Miles Transacted	94,663,577	80,906,232	95,181,310	90,280,913	95,511,326	101,722,281	89,585,378	97,324,393	95,194,074	103,667,994	145,923,051	163,813,461
<i>vs. previous year</i>	0%	-3%	15%	9%	39%	30%	-27%	4%	14%	-2%	-10%	13%
# of Points/Miles Transactions	6,755	7,058	8,476	7,501	7,490	8,117	7,493	9,822	6,697	7,598	8,408	8,837
<i>vs. previous year</i>	-8%	25%	37%	27%	47%	28%	-36%	44%	3%	-10%	-14%	-11%
Cumulative Points/Miles transacted	4,755,470,774	4,836,377,006	4,931,558,316	5,021,839,229	5,117,350,555	5,219,072,836	5,308,658,214	5,405,982,607	5,501,176,681	5,604,844,675	5,750,767,726	5,914,581,187
<i>vs. previous year</i>	34%	33%	33%	32%	32%	32%	30%	30%	30%	29%	27%	27%
Cumulative Registered Users *	2,152,634	2,171,113	2,189,814	2,211,637	2,233,017	2,252,404	2,281,362	2,306,086	2,324,611	2,350,551	2,376,851	2,404,108
<i>vs. previous year</i>	16%	15%	15%	15%	15%	15%	13%	13%	12%	12%	13%	13%

Note:

- \* In the fourth quarter of 2008, Points/Miles transacted and the # of Points/Miles transactions were restated retroactively to normalize activity from a loyalty program whose currency is valued differently than other programs and activity from a product that was previously excluded was added.
- \* For comparability issues, the above metrics do not include Delta Buy, Gift & Transfer miles or transactions.

**POINTS INTERNATIONAL LTD. BUSINESS METRICS**

**Points International Ltd.**

	2008				
	Q1	Q2	Q3	Q4	TOTAL
<b>TOTAL ALL CHANNELS</b>					
Points/Miles Transacted <i>vs. previous year</i>	2,504,011,204	2,468,459,538	2,393,782,755	2,268,481,099	9,634,734,597
# of Points/Miles Transactions <i>vs. previous year</i>	304,371	302,289	302,025	282,054	1,190,739
Cumulative Points/Miles transacted <i>vs. previous year</i>	30,995,163,524	33,463,623,062	35,857,405,817	38,125,886,916	38,125,886,916
<b>PRIVATE BRANDED CHANNELS</b>					
Points/Miles Transacted <i>vs. previous year</i>	2,243,323,924	2,238,620,539	2,094,485,503	1,855,079,706	8,431,509,672
# of Points/Miles Transactions <i>vs. previous year</i>	285,186	284,907	276,891	253,880	1,100,864
Cumulative Points/Miles transacted <i>vs. previous year</i>	27,276,893,971	29,515,514,510	31,610,000,013	33,465,079,719	33,465,079,719
<b>POINTS.COM CHANNELS</b>					
Points/Miles Transacted <i>vs. previous year</i>	260,687,280	229,838,999	299,297,252	413,401,393	1,203,224,925
# of Points/Miles Transactions <i>vs. previous year</i>	19,185	17,382	25,134	28,174	89,875
Cumulative Points/Miles transacted <i>vs. previous year</i>	3,718,269,553	3,948,108,552	4,247,405,804	4,660,807,197	4,660,807,197
Cumulative Registered Users * <i>vs. previous year</i>	1,905,213	1,962,883	2,066,919	2,131,878	2,131,878

	2009				
	Q1	Q2	Q3	Q4	TOTAL
Points/Miles Transacted	2,090,807,671	1,999,245,997	2,395,492,288	3,146,513,217	9,632,059,173
# of Points/Miles Transactions	226,920	224,999	255,233	277,261	984,413
Cumulative Points/Miles transacted	40,216,694,587	42,215,940,584	44,611,432,872	47,757,946,089	47,757,946,089
Points/Miles Transacted	1,820,056,552	1,711,731,477	2,113,388,443	2,733,108,711	8,378,285,183
# of Points/Miles Transactions	204,631	201,891	231,221	252,418	890,161
Cumulative Points/Miles transacted	35,285,136,271	36,996,867,748	39,110,256,191	41,843,364,902	41,843,364,902
Points/Miles Transacted	270,751,119	287,514,520	282,103,845	413,404,506	1,253,773,990
# of Points/Miles Transactions	22,289	23,108	24,012	24,843	94,252
Cumulative Points/Miles transacted	4,931,558,316	5,219,072,836	5,501,176,681	5,914,581,187	5,914,581,187
Cumulative Registered Users *	2,189,814	2,252,404	2,324,611	2,404,108	2,404,108

Note:

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