

POINTS INTERNATIONAL LTD. BUSINESS METRICS



	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
TOTAL ALL CHANNELS												
Points/Miles Transacted	1,044,038,355	975,361,013	1,065,233,136	1,062,665,319	1,079,145,621	983,797,098	1,000,770,530	1,017,597,573	1,033,029,652	1,104,711,422	917,220,023	1,035,986,654
<i>vs. previous year</i>	13%	18%	17%	46%	23%	16%	23%	21%	23%	13%	-8%	-3%
# of Points/Miles Transactions	121,527	113,917	126,649	112,280	120,228	107,786	115,914	112,137	107,691	111,769	97,952	118,985
<i>vs. previous year</i>	21%	30%	38%	39%	25%	21%	29%	23%	14%	3%	-4%	-1%
Cumulative Points/Miles transacted	34,532,948,975	35,508,309,988	36,573,543,123	37,636,208,443	38,715,354,064	39,699,151,161	40,699,921,692	41,717,519,265	42,750,548,917	43,855,260,339	44,772,480,362	45,808,467,016
<i>vs. previous year</i>	45%	44%	43%	44%	43%	42%	42%	41%	40%	40%	38%	37%
PRIVATE BRANDED CHANNELS												
Points/Miles Transacted	949,774,871	891,711,843	982,458,510	979,942,065	1,010,265,256	905,561,718	878,644,624	924,029,450	949,426,429	999,172,360	754,313,007	891,031,339
<i>vs. previous year</i>	16%	19%	17%	48%	25%	20%	20%	23%	29%	17%	-8%	-2%
# of Points/Miles Transactions	114,185	108,279	120,444	106,355	115,117	101,440	104,134	105,306	101,168	103,361	88,147	109,018
<i>vs. previous year</i>	25%	34%	40%	41%	27%	22%	24%	25%	15%	3%	-3%	-3%
Cumulative Points/Miles transacted	30,981,103,218	31,872,815,061	32,855,273,571	33,835,215,636	34,845,480,892	35,751,042,610	36,629,687,234	37,553,716,684	38,503,143,113	39,502,315,473	40,256,628,480	41,147,659,819
<i>vs. previous year</i>	45%	44%	43%	43%	42%	42%	41%	41%	40%	40%	38%	37%
POINTS.COM CHANNELS												
Points/Miles Transacted	94,263,484	83,649,170	82,774,626	82,723,254	68,880,365	78,235,380	122,125,906	93,568,123	83,603,223	105,539,062	162,907,016	144,955,315
<i>vs. previous year</i>	-6%	3%	8%	27%	-5%	-12%	52%	-1%	-18%	-15%	-9%	-12%
# of Points/Miles Transactions	7,342	5,638	6,205	5,925	5,111	6,346	11,780	6,831	6,523	8,408	9,805	9,967
<i>vs. previous year</i>	-17%	-19%	10%	12%	-6%	11%	81%	2%	-5%	9%	-9%	14%
Cumulative Points/Miles transacted	3,551,845,757	3,635,494,927	3,718,269,553	3,800,992,807	3,869,873,172	3,948,108,552	4,070,234,458	4,163,802,581	4,247,405,804	4,352,944,866	4,515,851,882	4,660,807,197
<i>vs. previous year</i>	52%	51%	49%	49%	47%	45%	46%	44%	42%	40%	37%	35%
Cumulative Registered Users *	1,861,321	1,882,407	1,905,213	1,923,619	1,942,358	1,962,883	2,021,140	2,045,039	2,066,919	2,090,697	2,111,874	2,131,878
<i>vs. previous year</i>	19%	18%	18%	18%	17%	16%	18%	18%	17%	17%	16%	16%

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 added activity from a product that was previously excluded.