



Futura Loyalty Group Signs Multi Year Agreements with PJ's Pets and Pets Unlimited to launch Aeroplan and Futura Rewards

Toronto, July, 2009 - The Futura Loyalty Group Inc. (TSX-V:FUT) (the "Company") today announced it has executed a multi year agreement with PJ's Pets/Pets Unlimited to launch both Aeroplan Miles and Futura Rewards at their combined 37 retail locations across Canada this fall.

Since launching its partnership with Groupe Aeroplan, the Company has executed contracts with over 100 retailers and service providers nationally. In addition to PJ's Pets/Pets Unlimited offering rewards on every purchase, the retailer will work closely with select suppliers to facilitate bonus offers on specific products.

"PJ's Pets/Pets Unlimited are exactly the type of retail organization we are well positioned to serve", commented Mark Farrell, President and CEO of The Futura Loyalty Group. "Being able to offer our merchant Partners access to two popular reward programs, robust program transaction reporting, marketing support, field support and training - all in one relationship - underscores what we bring to the table for retailers across Canada."

"We see a great fit between the Aeroplan and Futura Rewards programs and our customer bases. Having the flexibility to offer two great reward currencies through one relationship with Futura Loyalty Group is an attractive feature of the partnership. We also like the ability to layer our retail branding onto the Futura Rewards collector cards and program materials, enhancing our brand connection with customers. The value added data reporting is another great feature of the Futura offering that we are looking forward to taking advantage of in better serving our clientele", commented Stacey Halliday, Director of Marketing of PJ's Pets and Pets Unlimited.

About The Futura Loyalty Group Inc.

The Futura Loyalty Group markets a suite of coalition rewards programs to mid size retail and service businesses nationally. Currently the two programs being offered are Futura Rewards, a proprietary cash rewards program, as well as Aeroplan Miles. The company also licenses its proprietary technology solutions to companies and organizations looking to operate private label rewards programs.

About PJ's Pets/Pets Unlimited

PJ's is a Canadian owned and operated company with stores in the provinces of Ontario, Alberta, British Columbia, Nova Scotia, New Brunswick, PEI and Newfoundland. We proudly employ over 600 Canadians and support dozens of Canadian pet product manufacturers, distributors and breeders.

We believe the bond between humans and animals is a remarkable gift that should be available to all and treated with the utmost care. We nurture this gift every day by putting

the health and happiness of our pets first and by providing Canadian pet parents with quality pet care products and knowledgeable advice in a bright, happy and welcoming environment.

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