



Source, Inc., Help Worldwide, Inc. and Nietech Corporation Announce Strategic Alliance to Grow the HELP Worldwide Universal Loyalty Brand

Source, Inc., Help Worldwide, Inc. and Nietech Corporation have signed an agreement that unites their respective intellectual property and technologies to grow the HELP Worldwide Loyalty Brand and Program.

About Help Worldwide, Inc. "HELP" stands for the Humanitarian Empowerment Loyalty Program. HELP Worldwide provides the technological and entrepreneurial platform that allows customers to donate a portion of the cash rebates earned under merchant-funded loyalty programs to non-profit organizations designated by the customers. HELP Worldwide is laying the groundwork for thousands of non-profit organizations all over the world to benefit from "cause-driven commerce" by enabling customers to spend money while simultaneously supporting their causes. The Help Worldwide Loyalty Program creates incredible value for its merchants in exchange for the merchants' support of the HELP Worldwide mission.

The HELP Worldwide network has the capability to integrate the back-end technology for other loyalty programs and allow other loyalty programs to implement the philanthropic ideals of Help Worldwide, creating a universal loyalty brand. The integration and cooperation between loyalty brands in the HELP network is the co-operative business model called "LoyaltyShare." This business model will enable HELP merchants to attract and reward customers from any loyalty program worldwide that utilizes the HelpWorldwide LoyaltyShare program. The HELP Worldwide loyalty program uses a non-financial card that accesses the credit rails to track purchases made with credit cards, debit cards, checks or cash. The HELP Worldwide system is also capable of tracking transactions by means of bar codes, cell phones and other rapidly developing technological applications.

www.helpwwinc.com

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About Source, Inc. Source, Inc. has developed and acquired numerous loyalty-related patents and built a multi-million dollar loyalty CRM platform that tracks from multiple processors and tracking technologies. The technology and patents permit Source to be the first company to create the Loyalty Industry Clearinghouse, tracking multiple transactions from competing programs thus preventing merchants from paying multiple rewards on a single transaction.

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About Nietech Corporation. Nietech has developed its own technology platform to track retail transactions for merchant-funded loyalty programs. Nietech has joined the HELP Worldwide network and the LoyaltyShare program as both a processor and a program manager. As a processor, Nietech will utilize its data processing platform to process loyalty transactions originating from merchant POS terminals. As a program manager, Nietech may enable new loyalty programs that will be part of the HELP Worldwide network and licensed to use HELP Worldwide's patent-protected technology and methodology.

www.Nietech.com

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