

ELOYALTY CORP
Form 8-K
December 14, 2001

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**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): **December 13, 2001**

eLOYALTY CORPORATION
(Exact Name of Registrant as Specified in Charter)

Delaware
(State or Other Jurisdiction of Incorporation)

0-27975
(Commission File Number)

36-4304577
(IRS Employer Identification No.)

150 North Field Drive, Suite 250, Lake Forest, Illinois
(Address of Principal Executive Offices)

60045
(Zip Code)

Registrant's telephone number, including area code: **(847) 582-7000**

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Press Release issued 12/13/01

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Item 5. Other Events

On December 13, 2001, eLoyalty Corporation announced that the price of its 7% Series B convertible preferred stock that is being offered to common stockholders in the company's rights offering is \$0.51 a share (or \$5.10 a share after giving effect to the company's proposed one-for-ten reverse stock split that it anticipates completing before closing of the rights offering). A copy of the press release announcing this matter is attached and incorporated by reference as an exhibit to this Form 8-K.

Item 7. Financial Statements, *Pro Forma* Financial Information and Exhibits.

(c) Exhibits.

Exhibit No.	Exhibit
99.1	Press release of eLoyalty Corporation issued December 13, 2001

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

eLOYALTY CORPORATION

Date: December 14, 2001

By: _____ /s/ Timothy J. Cunningham

Timothy J. Cunningham
Senior Vice President and Chief Financial Officer

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