

ELOYALTY CORP
Form 8-K
August 09, 2006

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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): August 9, 2006
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 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 | | |

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

On August 9, 2006, eLoyalty Corporation (the Corporation) presented during its earnings conference call. The presentation is available on the Company s website, www.loyalty.com, and is attached as exhibit 99 to this report.

Item 9.01 Financial Statements and Exhibits

(a) and (b) not applicable

(c) Exhibit Index:

99 Power Point presentation delivered by the Company s Chief Executive Officer and Chief Financial Officer on August 9, 2006.

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: August 9, 2006

By: /s/ STEVEN C. POLLEMA

Steven C. Pollema
*Vice President, Operations and Chief Financial
Officer*