



e-Rewards, Inc. Appoints J. Braxton Carter to its Board of Directors

Chief Financial Officer and Vice Chairman of MetroPCS Joins e-Rewards' Board

Plano, TX – June 10, 2011 – e-Rewards, Inc. (“e-Rewards”) today announced that Braxton Carter has joined its Board of Directors.

Carter serves as CFO and vice chairman of MetroPCS Communications, Inc. having been named CFO in March 2005. He joined MetroPCS in February 2001, serving as vice president of corporate operations. Prior to joining MetroPCS, Carter was COO and CFO of PrimeCo PCS, LP, the successor entity of PrimeCo Personal Communications LP formed in March 2000. He held various senior management positions with PrimeCo Personal Communications LP, including CFO and controller, from 1996 until March 2000. Carter has extensive management experience in the retail industry, more than a decade in public accounting and is a certified public accountant.

In announcing his appointment, e-Rewards' Chairman Hal Brierley commented: “Braxton brings significant operations and financial management experience to our Board, complementing the depth of academic and investment experience that e-Rewards has benefited from over the past decade. We are delighted to have him as a member of our Board, and look forward to benefiting from his insight as we manage our global growth.”

“I’m honored to join the e-Rewards board,” said Carter. “e-Rewards’ innovation and quality leadership in permission-based digital data collection make it well positioned to thrive in the rapidly expanding and evolving global insight marketplace.”

About MetroPCS Communications, Inc.

Dallas-based MetroPCS Communications, Inc. (NYSE: PCS) is a provider of unlimited wireless communications service for a flat-rate with no annual contract. MetroPCS is the fifth largest facilities-based wireless carrier in the United States based on number of subscribers served. With Metro USAsm, MetroPCS customers can use their services in areas throughout the United States covering a population of over 280 million people. As of March 31, 2011, MetroPCS had approximately 8.9 million subscribers. For more information please visit www.metropcs.com.

About e-Rewards, Inc.

e-Rewards, Inc. is a global leader in permission based digital data collection and reporting, headquartered in Plano, Texas. With over 1,000 employees worldwide, the company operates through its subsidiaries Research Now, e-Miles, Peanut Labs and Conversion Strategies. For more information, visit www.e-rewardsinc.com.

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