

The Depository Trust Company

IMPORTANT

B#: 2675

DATE: November 27, 2001

TO: All Participants

CATEGORY: Dividends

FROM: Nilesh Desai, Supervisor, Dividend Department

ATTENTION: Dividend Managers, Cashiers & Reorganization Managers

SUBJECT: Rights: eLoyalty Corporation
Common CUSIP#: 290151109 Rights Contra-CUSIP#: 290151992
Expires: 12/19/01 (5:00 p.m. N.Y.C. time) R/D: 10/8/01
Rate: one Right for each share of common stock held

***** Warning Time Critical *****

eLoyalty Corporation ("eLoyalty") is distributing non-transferable rights (the "Rights") to its shareholders as of the close of business on October 8, 2001 (the "Record Date"). Each shareholder is entitled one Right for each share of common stock (the "Common Stock") held.

The Depository Trust Company ("DTC") credited Rights to participants' accounts on **11/26/01**.

THE DIVIDEND POSITION AND ALLOCATION HISTORY (DPAL) OPTION, ACCESSED VIA THE PTS DIVIDEND ANNOUNCEMENTS INQUIRY (DIVA) FUNCTION, SHOULD BE USED TO CONFIRM YOUR RECORD DATE POSITION HISTORY AND PAYMENT INFORMATION.

IT IS IMPORTANT THAT PARTICIPANTS REFER TO THE DTC REORGANIZATION INQUIRY FOR PARTICIPANTS (RIPS CODE 52) FOR INFORMATION REGARDING THE SUBSCRIPTION PRIVILEGE AND ANY EXTENSIONS TO THE EXPIRATION DATE.

If participants have any questions concerning this Important Notice, please contact Mr. Ray Lew or Ms. Susan Alvino of DTC's Stock Dividend Department at (212) 855-4523/4532.

If participants have any questions regarding the Rights Offering, they may contact the Information Agent, MacKenzie Partners, Inc., at (800) 322-2885.