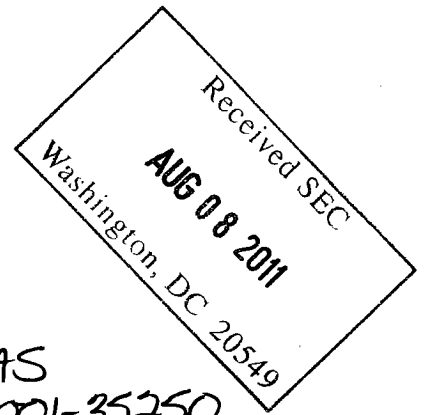


**NASDAQ**<sup>®</sup>

THE NASDAQ STOCK MARKET  
8800 BLACKWELL ROAD  
ROCKVILLE, MD 20850

P. William Slattery  
Vice President  
Listing Qualifications



CECINAS  
001-35250

By Facsimile and First Class Mail

August 8, 2011

Ms. Cecile Peters  
Chief, IT Services  
Division of Corporation Finance  
U.S. Securities and Exchange Commission  
100 F Street, N.E.  
Washington, D.C. 20549

Dear Ms. Peters:

This is to certify that on July 22, 2011 The Nasdaq Stock Market (the "Exchange") received from ~~Loyalty Alliance Enterprise Corporation~~ (the "Registrant") a copy of the Registrant's application on Form 8-A 12(b) for the registration of the following securities:

American Depository Shares, each  
representing 15 Ordinary Shares

Ordinary Shares, par value \$0.0001 per share

We further certify that the securities described above have been approved by the Exchange for listing and registration upon official notice of issuance.

We understand that the Registrant is seeking effectiveness of the Form 8-A 12(b) concurrently with effectiveness of its 1933 Act Registration Statement, and we hereby join in such request.

Sincerely,

*William Slattery*