

ELOYALTY CORP  
Form 8-K  
November 08, 2006



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**Item 8.01 Other Events**

The following information, including the exhibit described below, shall not be deemed filed hereunder for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

On November 8, 2006, eLoyalty announced that it has filed an S-3 Registration Statement with the SEC for a proposed rights offering relating to non-transferable subscription rights to purchase up to \$18 million of eLoyalty Common Stock. A copy of the press release announcing the proposed rights offering is included as Exhibit 99.1 to this Form 8-K report and is incorporated by reference.

**Item 9.01 Financial Statements and Exhibits**

(a) and (b) not applicable

(c) Exhibit Index:

99.1 Press Release, dated November 8, 2006, announcing eLoyalty s proposed rights offering.

**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: November 8, 2006

By: /s/ STEVEN C. POLLEMA

Steven C. Pollema

*Vice President, Operations and Chief Financial  
Officer*

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EXHIBIT INDEX

Exhibit

Number      Description

99.1          Press Release, dated November 8, 2006, announcing eLoyalty's proposed rights offering.