

ELOYALTY CORP  
Form 8-K  
December 14, 2001

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**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

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Date of report (Date of earliest event reported): **December 13, 2001**

**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 North 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**

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SIGNATURES

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Press Release issued 12/13/01

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**Item 5. Other Events**

On December 13, 2001, eLoyalty Corporation announced that the price of its 7% Series B convertible preferred stock that is being offered to common stockholders in the company's rights offering is \$0.51 a share (or \$5.10 a share after giving effect to the company's proposed one-for-ten reverse stock split that it anticipates completing before closing of the rights offering). A copy of the press release announcing this matter is attached and incorporated by reference as an exhibit to this Form 8-K.

**Item 7. Financial Statements, *Pro Forma* Financial Information and Exhibits.**

(c) Exhibits.

| <b>Exhibit No.</b> | <b>Exhibit</b>   |
|--------------------|--|
| 99.1               | Press release of eLoyalty Corporation issued December 13, 2001 |



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| <b>Exhibit No.</b> | <b>Exhibit</b>   |
|--------------------|--|
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