

## For Immediate Release

### **CONTACT INFORMATION**

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### **VIPGift Expands Sales Force with Four New Sales Directors**

*Chattanooga, TN – January 15, 2009* VIPGift announces the addition of four new Sales Directors to the Company: Naomi Brezi, Brad Bischof, Larry Ratliff and Jay Martin. “We are extremely pleased to welcome Naomi, Brad, Larry and Jay to VIPGift’s sales team,” said Richard Char, President. “Their experience in sales and their respective industry contacts will help to bring VIPGift’s innovative incentive and loyalty solutions to new industries and companies.”

Prior to joining VIPGift, Naomi Brezi worked with ITAGroup and MTM Recognition. Naomi brings more than 15 years experience in the incentive, performance marketing and employee recognition industry to her new position. She graduated from New York University in 1988 with a dual degree in Finance and International Business. She will be based in the Company’s New Jersey office and can be reached by phone at +1 (609) 891-6161 or by email at [nbrezi@vipgift.com](mailto:nbrezi@vipgift.com).

Brad Bischof joins the Company with a strong incentive sales background. A Business Administration graduate from the University of Missouri, Brad previously worked at GiftCertificates.com and Carlson Marketing before joining VIPGift. He will be based in the Company’s Texas office and can be reached by phone at +1 (214) 274-0380 or by email at [bbischof@vipgift.com](mailto:bbischof@vipgift.com).

Larry Ratliff brings more than twelve years of HR software sales and consulting experience to his new position at VIPGift. Larry graduated from Chapman University in 2005 with a Masters in Business Administration and also holds Bachelor of Science degrees in Finance, Real Estate, and Law. He will be based in the Company’s Southern California office and can be reached by phone at +1 (619) 518-6470 or by email at [lratliff@vipgift.com](mailto:lratliff@vipgift.com).

Jay Martin, a sales veteran with more than twenty years of experience, previously worked with BI and IKON Office Solutions before joining VIPGift. Jay is also founder and president of a training and business consultant group and holds a Masters in International Business (MIBA) from the Monterey Institute of International Studies. He will be based in the Company’s Northern California office and can be reached by phone at +1 (510) 377-4428 or by email at [jmartin@vipgift.com](mailto:jmartin@vipgift.com).

Said Vicki Church, VP of Sales, “Naomi, Brad, Larry and Jay are the latest in a series of additions to our sales team. We anticipate that we will continue to selectively hire top sales people in order to more fully serve the large and rapidly growing market for prepaid incentives and loyalty programs.”

**About VIPGift**

VIPGift ([www.vipgift.com](http://www.vipgift.com)) is a leading provider of corporate and consumer incentive programs and prepaid card solutions to the Fortune 500. VIPGift has distinguished itself by providing one-stop customized incentive solutions and technologies to help drive growth and achieve strategic corporate objectives for its customers. Clients use VIPGift’s products and services for customer acquisition and loyalty programs, employee incentive and retention programs, marketing initiatives, sales channel incentives and consumer rebate programs. VIPGift’s wide array of customized rewards – including points, certificate, and prepaid card based programs – have helped position the company as a market leader in the incentives industry. The Company is backed by Summit Partners, a private equity and venture capital growth fund with more than \$11 billion in capital, and Bridgescale Partners, a private equity and venture capital fund focusing on late-stage, technology-enabled companies. VIPGift was founded in 2000 and is based in Chattanooga, Tennessee with offices throughout the US.