

## For Immediate Release

### **CONTACT INFORMATION**

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## Incentium Continues to Expand Sales Force with Two New Sales Directors

*Chattanooga, TN – December 14, 2009* [Incentium](#), formerly VIPGift, announced today the addition of two new Sales Directors to the Company: Kelli Hasson and Michael Bagley. Hasson and Bagley will co-direct the sales vertical dedicated to major U.S. manufacturers. “We’re thrilled to welcome Kelli and Michael to our ever-growing team,” said Vicki Church, Vice President of U.S. Sales. “Their combined loyalty and incentive industry expertise will help boost our efforts to aggressively target our 2010 sales goals.”

Kelli Hasson joins the Company with more than seven years of sales experience. She previously served as the Central Region Sales Manager for MTM Recognition, where her strategic business development and leadership skills helped the company significantly increase new business revenue. Hasson is based in the Company’s Iowa office and can be reached by phone at +1 (319) 373-3400 or by email at [kelli.hasson@incentium.com](mailto:kelli.hasson@incentium.com).

Michael Bagley brings more than twelve years of incentive industry sales experience to his new position. He served as IncentOne’s Director of Business Development for three years before joining Maritz in 2008 as the Director of Northeast Sales. Bagley is based in the Company’s New Jersey office and can be reached by phone at +1 (201) 232-9218 or by email at [michael.bagley@incentium.com](mailto:michael.bagley@incentium.com).

For additional information about the Company’s solutions, please contact Vicki Church by phone at (404) 245-6190 or by email at [vicki.church@incentium.com](mailto:vicki.church@incentium.com).

### **About Incentium**

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