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CONTACT INFORMATION

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Incentium Appoints Tom Venable as Senior Vice President of Sales

Chattanooga, TN – December 28, 2009 [Incentium](#), formerly VIPGift, announced today the appointment of Thomas Venable as Senior Vice President of Sales. Venable brings twenty five years of sales and executive leadership experience to his new role.

“We’re excited to have Tom on board,” said Richard Char, Company President and CEO. “In the last twelve months, we’ve completely revamped our sales team to more effectively serve our growing client base. We’ve assigned a dozen new Sales Directors to various enterprise clients and industry verticals, we’ve created a Middle Market team to serve our medium-sized businesses, and we also recently launched a new Small to Medium Business website. Tom’s extensive sales management experience will be critical to helping us reach new markets and customers.”

Prior to joining the Company, Venable served as Vice President and Senior Vice President of Sales and Business Development for Digital River. His extensive sales and management background also includes a term as the Executive Vice President of Sales and Marketing at InnoCentive and the Senior Vice President of Gelco Information Network.

Said Venable, “Incentium experienced an enormous amount of growth this past year and I am thrilled to be joining an emerging thought leader in the incentive and loyalty industry. Under the leadership of Vicki Church, Vice President of U.S. Sales, the advancements that were made to accommodate that growth provided the Company with an invaluable set of resources and a promising new market position. I’m looking forward to starting the new year with Vicki and this dynamic, driven team.”

Venable can be reached via email at tom.venable@incentium.com.

About Incentium

Incentium (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 private equity 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. Incentium was founded as VIPGift in 2000 and is based in Chattanooga, Tennessee with offices throughout the US.