

For Immediate Release

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**VIPGift Continues Sales Expansion with Three Additional Directors**

*Chattanooga, TN – February 24, 2009* VIPGift announces continued growth of the Company's Sales division by introducing three additional Sales Directors: Scott Jacobs, Claire Dittrich, and Sheryl Shewman. Said Vicki Church, Vice President of Sales, "We welcome Scott, Claire and Sheryl to our rapidly expanding sales team. Each Director brings unique skills and experience that are specific to their respective industry vertical segments. Their combined knowledge base will ensure that VIPGift can provide incentive and loyalty solutions to a variety of customers across multiple industries."

Scott Jacobs brings significant gift card industry knowledge and more than twenty years of sales experience to his new position. Prior to joining VIPGift, Scott owned an independent office products company before beginning a successful fifteen-year career with Staples. He will be based in the Company's Connecticut office and can be reached by phone at +1 (860) 653-2783 or by email at [sjacobs@vipgift.com](mailto:sjacobs@vipgift.com).

Claire Dittrich joins the Company with twenty years of sales experience and a strong financial industry background. Before accepting her new position, Claire served as a Relationship Manager with Discover Financial Services and as a Vice President with MBNA America Bank. She will be based in the Company's Northern Illinois office and can be reached by phone at +1 (312) 208-6404 or by email at [cdittrich@vipgift.com](mailto:cdittrich@vipgift.com).

Sheryl Shewman was a Regional Sales Consultant with Incentive Logic, a performance-based rewards solution provider, prior to joining VIPGift. She brings more than fifteen years of sales, promotional marketing and management experience to her new role. Sheryl has published an article in *Plastic News* magazine and serves on the Board of Directors with the Leaders Group. She will be based in the Company's Colorado office and can be reached by phone at +1 (303) 794-2899 or by email at [sshewman@vipgift.com](mailto:sshewman@vipgift.com).

"We have quadrupled the size of our sales force in the last three months," said Richard Char, President of VIPGift. "The additions of Scott, Claire and Sheryl represent our continuing efforts to better serve our diverse array of customers and extend our market reach."

**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, merchandise, 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.