

# Press Release

For Immediate Release

Rich Phillips Joins Incentium, LLC as President and Chief Executive Officer

CHATTANOOGA, TN., Mar 18, 2010 --

Incentium, LLC ([www.incentium.com](http://www.incentium.com)), announced today that Rich Phillips has been named President, Chief Executive Officer, and a member of the Board of Directors, effective immediately. Incentium, formerly VIPGift, is a leading provider in customer acquisition, rebate, incentive, and loyalty programs.

Phillips, a veteran loyalty and incentive executive, was most recently President of Maritz Loyalty and Motivation, where he was responsible for achieving significant earnings growth and developing market-leading product innovation to serve evolving client needs. In other executive roles, Phillips drove dramatic revenue and profit growth across a spectrum of business services industries. He also launched Primary Network Communications, a highly successful, hyper-growth start-up that provided advanced technology services.

Phillips is a recognized leader in the performance improvement industry, and possesses expertise spanning sales, marketing, product development, technology, and business operations. He holds a Master of Business Administration, a Master of Information Management, and a Bachelor of Electrical Engineering.

J.J. Kardwell, Chairman of the Board and a Principal with Summit Partners, commented: "We are very excited to have Rich leading Incentium into its next era of growth. His proven ability to deliver customer value through pioneering offerings positions us to enjoy considerable success in the market. Rich's skills offer the exact combination of seasoned leadership and client value innovation for which the Board was looking, and we are thrilled to have attracted such a world-class talent to Incentium."

Rob Chaplinsky, Incentium Board Member and Managing Director with Bridgescale Partners, added: "Rich is the right person to orchestrate the introduction of our ground-breaking service offerings to the marketplace. He brings proven CEO skills, leadership,

and enthusiasm at a time when the company is positioned for strong growth.”

"I am excited about the opportunity to lead Incentium in its next phase of strategic growth," said Phillips. "Incentium benefits from having a strong solution set, enormously talented people, and a wonderful heritage of serving clients, all of which are backed by a powerful brand. Our portfolio of advanced solutions is market-leading and delivers the powerful results our clients need."

### **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 that has raised 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.

### **CONTACT INFORMATION**

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