

## For Immediate Release

### **CONTACT INFORMATION**

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### **VIPGift Forms New Sales Team to Serve Middle Market**

*Chattanooga, TN – March 5, 2009* VIPGift announced today the formation of a dedicated Middle Market Sales team, which will focus on efficiently delivering the Company's employee recognition and customer incentive programs to medium-sized businesses.

The new team will be responsible for presenting tailored versions of the Company's highly effective loyalty and incentives programs to customers at trade shows and working with a variety of professional organizations to reach new customers. The team will also handle leads and inbound inquiries generated by the Company's marketing activities.

Kim White has been named the Director of Middle Market Sales after three successful years with the Company's Corporate Sales division. She brings eleven years of sales and account management experience to her new role and holds a BA in Marketing from West Georgia University. Kim will be based in the Company's Atlanta office and can be reached by phone at +1 (770) 552-9839 or by email at [kwhite@vipgift.com](mailto:kwhite@vipgift.com).

The new team also includes Bryan Mountjoy and Heidy Nalley. Bryan began his career with the Company four years ago in the Corporate Sales division. Bryan is completing his BS in Organizational Management from Covenant College and has created significant account relationships during his tenure. He will be based in the Company's Chattanooga office and can be reached by phone at +1 (877) 756-7665 or by email at [bmountjoy@vipgift.com](mailto:bmountjoy@vipgift.com).

Heidy Nalley joined VIPGift four years ago as a Customer Service Agent. Heidy holds an Advertising degree and has most recently served the Company's customers as a Prepaid Visa Specialist. She will be based in the Company's Chattanooga office and can be reached by phone at +1 (877) 756-7665 or by email at [hnalley@vipgift.com](mailto:hnalley@vipgift.com).

"We were able to build this team with three VIPGift veterans who have extensive knowledge of our programs and customer applications," said Vicki Church, Vice President of Sales. "Kim, Bryan and Heidy are the perfect combination of talents to continue providing our tailored solutions to current middle market customers, while reaching out to new customers."

Added President Richard Char, “Over the past three months, we have quadrupled the size of the Company’s enterprise sales force to significantly extend our reach to address the needs of larger clients across a range of different industries. Now, with the formation of our Middle Market Sales Team, we can better deliver programs designed with middle market customers in mind. The Middle Market Sales team also gives us the leadership needed to coordinate our marketing and customer service efforts to reach new middle market customers.”

General questions for the Middle Market Sales Team can be directed to +1 (877) 756-7665 or [kwhite@vipgift.com](mailto:kwhite@vipgift.com).

### **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.