

For Immediate Release

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VIPGift Receives PCI Level One Certification

Chattanooga, TN – June 18, 2009 VIPGift announced today it has received Level One PCI DSS (Payment Card Industry Data Security Standard) certification for its loyalty and incentive programs and payment gateways. Visa has also designated the Company as a CISP (Cardholder Information Security Program) PCI DSS compliant service provider. Attaining this certification shows VIPGift's commitment to safeguarding customer card and personal information.

"The security of our client and partner data has always been a top priority," said Curtis Shelton, Chief Information Officer of VIPGift. "It was imperative to undergo this rigorous process so we could continue providing them with the highest, most reliable level of service."

The PCI DSS is a comprehensive set of global security requirements developed by the PCI Security Standards Council in order to safeguard cardholder data worldwide. The Council is comprised of American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa. Core requirements include creating and maintaining secure policies, procedures, software design, network architecture and other stringent security practices. VIPGift has met the newest, most rigorous standard of 1.2 PCI compliance, putting it ahead of most other prepaid companies.

"Our clients place the highest value on keeping their customer and employee data completely secure and we share that commitment," said Richard Char, President and CEO of VIPGift. "Unlike non-certified providers, we've committed the resources to ensure our customer data is protected. As we grow as a leader in the loyalty and incentive industry, we will continue to exceed customer expectations by implementing cutting-edge technologies and innovative program solutions."

About VIPGift

VIPGift (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.