

For Immediate Release

CONTACT INFORMATION

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VIPGift CAST Maximizes Incentive Program ROI

Chattanooga, TN – July 23, 2009 VIPGift announced today the public launch of the Company's Customer Acquisition Sales Tool ("CAST"), an enterprise-class administrative software application that enables sales representatives to "close the deal" with indecisive customers, while allowing managers to dynamically adjust promotional incentive terms and rules. As a result, companies can maximize their customer acquisition, up-sell, and cross-sell opportunities while minimizing the overall cost of sales by designating targeted incentive levels for specific customer types and scenarios.

"We decided to unveil VIPGift CAST to a wider audience based on the consistent success it has provided to several of our larger customers over the years," said Richard Char, CEO and President. "Our customers love not only the considerable cost savings this application creates, but also its usability and flexibility to be implemented in a diverse array of programs."

VIPGift CAST allows sales and marketing executives to improve ROI by easily delivering tailored incentives to specific audiences instead of offering a broad rebate to all customers. The tool can issue a wide variety of incentives, including Visa cards, merchant gift cards, merchandise or certificates that allow a choice of all three. Historically, CAST has been used mainly for acquiring new customers through inbound and outbound telemarketing calls, but it is also effective in facilitating a variety of face-to-face sales transactions, including sales efforts in bank branches, auto dealerships, wireless retail stores and timeshare companies.

"Our clients have seen revenue increase more than 20% and cost of sales decrease by 50% as a direct result of using CAST to distribute incentives," said Gavin Delany, Vice President of Marketing. "Why pay incentives to all your customers when many do not require them? This tool allows managers to get the best bang for their incentive buck. It's a win-win situation to give sales associates the ability to selectively sweeten deals and bring hesitant customers to 'yes' while giving managers full control over costs and approach."

Inquiries regarding VIPGift CAST can be directed to the Company's Enterprise Sales team at (770) 649-7633.

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.