

For Immediate Release

CONTACT INFORMATION

Stacy Joly, VIPGift

Phone +1 (423) 785-2257

sjoly@vipgift.com

VIPGift Promotes Patrick Gildea to Chief Financial Officer

Chattanooga, TN – July 6, 2009 VIPGift announced today the promotion of Patrick Gildea to Chief Financial Officer. Mr. Gildea succeeds John F. (“Jack”) Quigley, who is remaining with the Company through 2010 as the Senior Vice President of Finance while he transitions into retirement.

“This change formalizes a transition that has already been in place for several months,” said Richard Char, Company CEO and President. “Jack will continue to build the accounting infrastructure necessary to support the company’s expanding business and increased reporting requirements, while Patrick will continue to oversee all budgeting, planning and forecasting activities as well as guide development of all future acquisitions and strategic corporate initiatives.”

Mr. Gildea brings to the role a broad range of corporate finance experience, which includes the successful completion of dozens of strategic partnerships, debt and equity capital raisings, and M&A transactions for both public and private companies. He is a Certified Public Accountant in the State of California and has held Series 7 and 63 licenses in both the US and Japan. Mr. Gildea graduated with a Bachelor of Science in Accounting from the University of Southern California’s Leventhal School of Accounting.

“I am looking forward to pursuing the various growth opportunities available to us in the next few years,” said Mr. Gildea. “I’m also grateful for Jack’s continued senior leadership during this important time. His keen insight and steady guidance have helped give VIPGift a rock-solid foundation. Jack will be an integral part of the Company’s evolution from a privately-held small business to a top tier, private equity backed consolidator in the incentives industry.”

Mr. Quigley added, “I’ve thoroughly enjoyed serving as CFO during the very exciting formative years of the Company. However, with retirement on the horizon, this is the right time to transition to an experienced professional who will be around for the duration of the next phase of VIP’s growth. Patrick has already demonstrated that he has the talent and experience that will be required of VIPGift’s CFO going forward and I really look forward to working with him during this transition period.”

Patrick is based in the Company’s Southern California office.

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.