

For Immediate Release

CONTACT INFORMATION

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VIPGift Improves Customer Profitability with Enhanced Loyalty Solution

Chattanooga, TN – August 11, 2009 VIPGift announced today the Fall 2009 launch of CLAIM (Customer Loyalty And Incentive Management) 2.0, an advanced points-based enterprise solution designed to increase customer loyalty and engagement. CLAIM 2.0, which also facilitates customer acquisition, product up-selling, and cross-selling, is a comprehensive, yet intuitive, solution that allows companies to incent their customers through customizable earning and redemption tiers and a targeted messaging platform.

“In this rough economic climate, cost has become an increasingly important factor in consumer purchasing decisions. This has drastically affected how loyal consumers are to a particular brand,” said Richard Char, Company CEO and President. “Since it is more profitable to retain existing customers than to acquire new ones, it’s vital for companies to keep their current customers happy. CLAIM meets our clients’ needs to increase their share of wallet by keeping their customers engaged with the brand.”

CLAIM 2.0 allows companies to dynamically configure messaging and reward levels for customers based on a variety of factors, including spend, usage, product type, geography and other relevant company segments. Marketing managers can create, adjust, and publish new loyalty program components or targeted promotions within minutes using the intuitive web-based software platform.

“VIPGift is constantly improving our technology to ensure that our customers have the most engaging, impactful, and cost-effective loyalty programs,” said Gavin Delany, Vice President of Marketing. “With CLAIM, our clients not only have the most innovative loyalty platform at their disposal, but they also have the power to manage and configure it directly and dynamically like never before. With our enhanced loyalty solution, we are providing an effective tool to strengthen customer relationships and drive increased customer profitability and retention.”

While primarily used to retain customers, CLAIM 2.0 can also be used to acquire and up-sell new customers through points-based promotions, which drive customers toward new or higher margin products. The quick implementation, easy administration and vast redemption options – including prepaid cards and the VIPGift PASS – ensure that both companies and their customers can claim a lot of

value from this solution. For additional information on CLAIM 2.0, please contact the Company's Sales office at 877-756-7665.

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.