

For Immediate Release

## **CONTACT INFORMATION**

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## **VIPGift EARN 2.0 Retains Employees and Increases Productivity**

*Chattanooga, TN – August 25, 2009* VIPGift announced today the Fall 2009 launch of EARN (Employee Appreciation Recognition and Nomination) 2.0, an enterprise software application that increases employee productivity and retention. EARN 2.0 is the result of years of successful program implementations with multiple Fortune 500 clients using employee incentives across a wide range of needs. The solution is used to recognize and reward employees, contractors, and vendors for a variety of achievements or milestones, including extraordinary performance, “above and beyond” team work, service excellence, and wellness program participation. It can also be used to manage awards for anniversaries, holidays, and more. EARN allows managers to clearly tie rewards to outcomes and motivate through genuine appreciation.

“With many companies struggling to control costs just to keep their heads above water, the high hidden costs of sagging productivity and employee turnover should be at the forefront of every manager’s mind,” said Richard Char, VIPGift CEO and President. “By utilizing a program like EARN, not only can companies engage existing employees by making them feel valued and appreciated, but they can also guide those employees toward additional cost-saving and revenue-producing behaviors. Companies using EARN reap double benefits: they reduce turnover costs while increasing their productivity per employee.”

While traditional employee loyalty programs can be incredibly time-consuming, EARN’s simple administration and hassle-free fulfillment gives both managers and employees the time and motivation to focus their energies on improving the bottom line. Managers value EARN’s comprehensive budgeting and approval systems which allow them to simply and accurately control whether employee incentives will be distributed on a one-time, repeat, or regularly scheduled basis.

Employees enjoy EARN’s vast redemption options such as company branded Visa prepaid cards and the VIPGift PASS, which is redeemable for popular merchant cards, merchandise, travel options, and charitable contributions. Another perk for employees is the ability to nominate their colleagues for recognition – an option that engages both the nominator and recipient and also reinforces that employees feel like they are a valued part of any team.

“Fostering a rewarding relationship with your employees is absolutely crucial to the overall health of your business,” said Gavin Delany, Vice President of Marketing. “While economic conditions are still challenging, leading companies are investing now to strengthen relationships with their most valuable asset: their employees. Engage your employees now and you not only increase today’s productivity, but you also invest in keeping turnover low tomorrow.”

For additional information on EARN 2.0, please contact the Company’s Sales office at 877-756-7665.

#### **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.