

For Immediate Release

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VIPGift SCORE Maximizes Sales Channel Effectiveness

Chattanooga, TN—September 10, 2009—VIPGift announced the Fall launch of SCORE 2.0 (Sales Channel Optimization Rewards Engine), a dynamic enterprise software application that uses incentives to drive sales channel performance. SCORE is an effective and powerful program that maximizes both employee and channel partner engagement by directing, increasing and tracking sales that are driven by specific revenue-producing behaviors.

SCORE's innovative online points-based system allows for comprehensive and continuous delivery of motivational incentives over an extended period of time, which ultimately reinforces employee and channel partner commitment to corporate goals. Points also provide managers and executives with a flexible, cost-effective solution to achieve stated sales outcomes based on real-time business plan projections.

"The economics of business are changing, perhaps forever. In consultation with our clients, VIPGift has developed a new generation of solutions that respond to their need for compelling, valuable and consistently effective sales incentives," said Richard Char, Company CEO and President. "A large part of SCORE's value is its ability to simultaneously motivate high achievers and average performers through a progressive and adaptable reward structure."

SCORE, as with other VIPGift applications, creates a self-sustaining ROI cycle by providing an efficient rewards system that encourages each sales professional to keep an "eye on the ball." This encouragement also enables senior management to cost-effectively focus team attention and engage the sales channel in new and productive behavior, particularly during new product releases or product promotions. SCORE also fosters constructive competition within sales teams through use of the Leaderboard function, which publicly ties rewards to the sales individuals who have met or exceeded the business goals designated by management.

The program is designed to motivate both internal sales teams as well as employees who work for channel partners, including dealers, VARs, and system integrators. One large automotive parts manufacturer is currently using SCORE to reward independent repair shop employees each time they

install the manufacturer's parts, thereby providing the manufacturer with a cost-effective mechanism to engage, educate, and reward these repair shop employees directly.

SCORE 2.0 complements the recently announced LEAP 2.0 (Loyalty Engagement Award Platform) product, which provides related points-based incentives to motivate and improve performance of non-sales employees. In combination, LEAP and SCORE provide an integrated, seamless one-stop strategic employee incentive solution that is transparent and drives both employee loyalty and productivity. Points in both programs can be redeemed for prepaid VISA cards, hundreds of popular merchant cards, thousands of direct merchandise items, and the VIPGift PASS.

"Using a points program to augment your cash-based sales incentives plan can be incredibly powerful," said Gavin Delany, Vice President of Marketing. "Research has clearly shown that cash rewards alone can have negative side effects, like decreasing teamwork. Points, on the other hand, not only avoid these adverse effects, but also prove to be more cost-effective than cash, as they have a higher perceived value to recipients, relative to cost. Of course, many salespeople will continue to require a significant part of their compensation to be paid in cash-based performance goals. However, by implementing SCORE, those individuals can continue to accrue points for what they want and remain engaged with company goals for a longer period of time."

For additional information on SCORE 2.0 and other VIPGift offerings, 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.