

For Immediate Release

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## **VIPGift LEAP 2.0 Fosters Long-Term Employee Productivity**

*Chattanooga, TN – September 2, 2009* VIPGift announced today the Fall 2009 launch of LEAP (Loyalty Engagement Award Platform) 2.0, a points-based enterprise software application that increases employee productivity by directing behavior through targeted rewards. LEAP 2.0 links specific, positive employee behaviors to small points allocations over time in order to foster long-term, synergistic relationships between companies and their employees. Using points allows companies to reward specific employee behavior frequently, with the attendant benefits of training theory, without the negative effects of handing out cash or the hassle of custom designed systems.

“In recent years, many employers have become so consumed with cutting costs that they’ve virtually ignored their biggest money makers: their employees,” said Richard Char, Company CEO and President. “By using LEAP, you increase your profitability two ways: by providing top performers with incentives for continued excellence and retention, and by motivating disenchanting employees to improve their daily performance.”

LEAP also helps companies with another important function: reducing high employee turnover costs. Research has shown that employees who are regularly rewarded for their achievements and contributions are more engaged and loyal to their companies and are therefore less willing to seek work elsewhere.

One of the Company’s other employee loyalty solutions, EARN 2.0, is similar to LEAP 2.0 in that they both share a common goal: to simultaneously increase employee loyalty and productivity. However, EARN is used for spot awards such as holidays and bonuses, whereas LEAP is used for ongoing relationship-building. Like EARN, LEAP is a flexible solution and can be used in a variety of company-designated programs, including, but not limited to, wellness initiatives or service quality improvement. The program is easy to manage, provides robust reporting capabilities, and allows for seamless integration with existing systems. The points earned through LEAP can be redeemed for prepaid Visa cards, hundreds of popular merchant cards, thousands of direct merchandise items, and the VIPGift PASS.

“Showing your employees a direct correlation between positive behavior and the rewards given for those behaviors is one of the most significant things you can do to improve your company’s bottom line,” said Gavin Delany, Vice President of Marketing. “While cash rewards delivered at end of quarter or year end oftentimes fail to produce the desired outcomes, points programs like LEAP are truly effective in driving your employees toward improving the business.”

For additional information on LEAP 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.