

For Immediate Release

CONTACT INFORMATION

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VIPGift Promotes Vicki Church to Vice President of U.S. Sales

Chattanooga, TN – March 5, 2009 VIPGift announced today the promotion of Vicki Church to Vice President of U.S. Sales. In her new capacity, Vicki will oversee all of the Company's sales activities.

"With the growth of the Company's sales organization to eleven full time enterprise sales representatives and the formation of the new Middle Market Sales Team, training, managing and coordinating the sales department has become a full time job," said Richard Char, President of VIPGift. "Vicki has been bringing VIPGift's highly effective employee incentive and customer loyalty programs to clients for more than five years. She is uniquely qualified to provide the leadership necessary to take our sales organization to the next level."

Vicki joined the Company in 2003 and has been responsible for overseeing the sales team while growing B2B sales nationwide. Prior to joining VIPGift, she spent fifteen years at Busch Entertainment performing a variety of roles, including national and regional sales positions as well as partnership and loyalty marketing positions. Vicki also owned and operated New Destinations, a group sales and marketing firm that represented multiple attractions, shows, and dinner theaters. She holds a Masters degree in Education from The College of William and Mary as well as a Bachelor of Arts degree from Mary Washington College.

Vicki is based in the Company's head sales office in Atlanta and can be reached by phone at +1 (770) 552-9839 or by email at vchurch@vipgift.com.

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.