



## Parago to Showcase Rebate Best Practices at FTC Public Workshop

*Executive Vice President Mike Reynolds to Present Best Practices for the Industry*

**DALLAS, TX (April 16, 2007)** – Parago, Inc., the leading industry innovator in technology-driven promotion, incentive and rebate solutions, today announced Parago Executive Vice President Mike Reynolds has been invited by the Federal Trade Commission to present best practices in the rebate processing industry at the commission's "The Rebate Debate" public workshop at San Francisco State University on April 27, 2007.

"We at Parago share the FTC's goal of improving the consumer experience when redeeming rebates. As such, we jumped at the chance to join this workshop to present rebate processing practices that benefit consumers, retailers and manufacturers," Reynolds said. "When Parago entered the rebate business the industry was still in the dark ages. Since that time, we've introduced new technologies and processes to vastly speed the rebate redemption process, reduce rebate fraud and improve the overall consumer experience by enabling programs that result in consumers receiving checks in the fastest possible times."

At the public workshop, Reynolds will provide insight into industry best practices, such as submission scanning, reducing turn times and newer paperless rebates. Throughout his presentation he will also illustrate how these practices benefit all parties involved.

Parago streamlines the rebate workflow from initial design to post-campaign analysis by integrating leading-edge technologies into the process. Parago is also the first and only rebate processor to deploy full submission image scanning, which allows for efficient data entry, easy file retrieval, and eliminates the need for long-term document storage. The company has also led the industry in the use of branded prepaid cards as a rebate payment method. These innovations greatly enhance the consumer rebate redemption experience and greatly decrease the time it takes to receive a rebate reward.

### [About The FTC Workshop](#)

On April 27, 2007, the Federal Trade Commission will host a public workshop, The Rebate Debate, in San Francisco. The workshop will gather consumer advocates, government officials, business people, and other parties involved in the rebate process. The workshop will provide an opportunity to discuss consumers' perspectives on rebates, outline the challenges businesses face when they offer rebates, and provide a forum to explore "best practices" in the offering and fulfillment of rebates.

### [About Parago](#)

Parago, Inc. is an industry-leading promotional services company serving hundreds of clients in an array of business-to-consumer and business-to-business markets. Founded in 1999, the company leverages innovative technology to create efficient and flexible promotion, incentive and rebate programs. Parago's executive leadership comprises more than 200 years of marketing, technology and client service experience to set new industry standards in service and innovation that produce meaningful, measurable promotional results for clients. For more information, visit [www.parago.com](http://www.parago.com).

### **FTC Public Workshop**

#### **FTC Website:**

<http://www.ftc.gov/bcp/workshops/rebate/index.html>

#### **Parago Speaker/Panelist:**

Mike Reynolds, Executive Vice President Market Development & Strategy

#### **Location:**

9:00 am - 4:30 pm  
San Francisco State University  
Downtown Campus (6th Floor)  
835 Market St.  
San Francisco, CA 94103