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PARAGO ELEVATES STANDING IN INCENTIVES INDUSTRY WITH PROMO 100 RECOGNITION

Company's expanded incentive offerings power industry success

July 30, 2009 (Lewisville, TX) – Parago (www.parago.com), a leader in providing rewards-based incentive programs, today announced that it ranked number 22 on *PROMO* magazine's 2009 PROMO 100 list of the top U.S. promotion agencies.

Parago, the longstanding innovative leader in providing consumer rebate programs and prepaid card reward programs, strategically expanded their offerings to include sales, channel and employee incentives beginning in 2008.

"The PROMO 100 designation is exciting for Parago," said Juli Spottiswood, Parago President and CEO. "This ranking is a testament to the growth that our diversification has afforded us. Parago reinvented the consumer rebate space with the introduction of 27 industry firsts and 3 patents, all designed to vastly improve the participant experience and program effectiveness, and we look forward to bringing our innovative approach and fresh ideas to the broader incentives and promotions market."

Parago supports an extensive range of sales, channel, employee and consumer incentives for companies such as Staples, Ace Hardware, General Electric, McAfee and Hitachi driving billions of dollars of rewards and incentives annually. Parago's accomplishments are benchmarked not only by their innovation and effectiveness, but their industry-best client retention rate (98%) and tremendous growth.

The PROMO 100 is an annual ranking of promotion agencies in order of 2008 U.S. net revenue sponsored by *PROMO* magazine. The full list can be viewed at:

http://www.b2bmarketingtrends.com/Webcasts/2009_Promo100.pdf

About Parago

Parago is the innovative provider of reward-based incentives solutions that deploy technology to drive better results from consumers, employees and sales channels. Parago provides a full range of corporate and consumer incentive programs to Fortune 500 companies. Its offerings include incentive solutions targeted at customer acquisition and retention, employee performance improvement and recognition programs and sales and channel incentives solutions. Parago has distinguished itself in the rewards-based incentives field for more than ten years by consistent reinvention of legacy approaches, introducing 27 industry firsts and receiving three patents. For more information visit www.parago.com

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