



FOR IMMEDIATE RELEASE

CONTACT:

Rick Gordimer
201.372.9250 x302
RGordimer@IncentOne.com

IncentOne introduces the CUSTOMER CHOICE AWARD™

Incentives industry leader unveils new product to improve effectiveness of marketing promotions

NEW YORK, NY (June 20, 2006) IncentOne, a leading provider of integrated incentive solutions, launched its new CUSTOMER CHOICE AWARD™. The CUSTOMER CHOICE AWARD is designed to drive consumers to purchase products (e.g., packaged goods), try new products (e.g., test drive cars), and enroll in new services (e.g., open a checking account). It is also a valuable tool for marketers to retain existing customers by rewarding them for their loyalty. The CUSTOMER CHOICE AWARD will be introduced at DM Days New York, a major conference and exposition for the Direct Marketing industry, held June 20th through 22nd.

The CUSTOMER CHOICE AWARD drives consumer action by enabling individuals to select the gift card of their choice from hundreds of national retailers. Marketers simply select a desired promotional value (e.g., \$25 for signing up for a new service) and consumers choose their own gift cards. The CUSTOMER CHOICE AWARD is available in any amount ranging from \$5 to \$5,000.

Since consumers select their own award, they are relevant to any demographic group that marketers are trying to reach. “The CUSTOMER CHOICE AWARD provides a single solution that can be applied to various demographics and initiatives,” states Rob Kaminoff, IncentOne’s chief marketing officer. “Whether you are targeting women, men or GenXers, consumers simply select what they like. Women, for example, might select gift cards from such retailers as Macy*s, Bloomingdales, Williams-Sonoma and Coach. Men might choose gift cards from Brooks Brothers, Sharper Image, Bass Pro Shops or Sears. Those from Generation X would probably select gift cards for iTunes, Banana Republic or Bennigans. Because of the national (and often global) presence of our retailers and merchandisers, they are relevant to all consumers, regardless of where they live.”

Marketers that utilize the CUSTOMER CHOICE AWARD gain access to IncentOne’s industry-leading tracking system, which provides detailed metrics, including the response rates for each promotion, the ability to test different promotional concepts and award levels and a greater understanding of their demographic mix. The CUSTOMER CHOICE AWARD is the ideal solution for companies who want to dramatically improve the effectiveness of promotions aimed at acquiring and retaining customers.

#

Since 1997, **IncentOne** has provided integrated incentive solutions to clients ranging from small businesses to the FORTUNE® 1000, including half of the FORTUNE® 50. IncentOne’s solutions combine its proven incentive platform with the industry’s most comprehensive reward portfolio and Best Practices to provide companies with a tool to drive business objectives. IncentOne’s clients include Washington Mutual, WebMD, Blue Cross Blue Shield, MGM, ADP, NBC and the United States Postal Service. For more information, please visit www.IncentOne.com or contact Rick Gordimer at 201.372.9250 x302 or via email at RGordimer@IncentOne.com.

#

**IncentOne * 400 Paterson Plank Road * Carlstadt, NJ 07072
201.372.9250 * www.IncentOne.com**