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IncentOne Announces Strategic Investment Partner

IncentOne Extends Leadership Position with Investment from Camden Partners

LYNDHURST, NJ – October 22, 2008 - IncentOne, a leading provider of integrated incentive solutions, headquartered in Lyndhurst, New Jersey, today announced the completion of a strategic investment from Camden Partners Holdings, LLC, a private equity firm headquartered in Baltimore, Maryland.

Proceeds of the financing will be used to expand IncentOne's leadership position in healthcare and extend its offerings in critical segments in emerging areas such as "green" energy management initiatives. IncentOne, founded in 1997, has become known for strategically aligning incentives to key financial drivers with its state of the art "Power"™ technology platform. IncentOne's strategic approach to incentives has enabled it to be the innovator in areas such as healthcare cost reduction, in which its clients include 5 National Health Plans, 20 Blue Cross Blue Shield Plans, 15 Health Service Partners and numerous marquee employers.

"IncentOne's vision has been to transform the incentive industry by providing a Chief Financial Officer important tools to drive key corporate objectives," said Richard Berkeley, Managing Member, Camden Partners. "They have a clear vision, the market acceptance of highly respected clients, an excellent management team and service solutions that establish the standard of how incentives can help the CFO. Our expertise in technology and healthcare aligns well with IncentOne's business model. We are excited about investing in such a strong platform for continued growth."

"Camden Partners brings an expertise and commitment to market leadership," said Michael Dermer, CEO and President of IncentOne. "In particular, Camden Partners recognizes that innovation often requires 'bucking the trend'. The establishment of this relationship during the most trying of economic times is not only a testament to our vision, unique business model and employees, but also to the vision that Camden and IncentOne share."

About IncentOne

IncentOne provides integrated incentive solutions to employers, health plans and partners, from small businesses to the Fortune 500. IncentOne's technology-based solutions provide the tools to drive employee performance and productivity improvements, increase sales, foster customer loyalty and retention and reduce health care costs. For more information, please visit www.incentone.com.

About Camden Partners

Camden Partners Holdings, LLC, founded in 1995, is a diversified investment management firm based in Baltimore, Maryland. The company invests private equity funds with a focus on providing growth capital to leading emerging companies within the target markets of business and financial services, healthcare and education. For more information, please visit www.camdenpartners.com.

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