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IncentOne Receives *Incentive* Platinum Partner Award

For 6th consecutive year, corporate leaders recognize leadership vision

LYNDHURST, NJ — October 29, 2007 — IncentOne, the leading provider of integrated incentive administration solutions, has been named a winner of the Platinum Partner Award by *Incentive* magazine. For the sixth year in a row, IncentOne was recognized by *Incentive* readers for excellence as an incentive industry supplier.

Over the past 15 years, the Platinum Partner Award has become the benchmark of achievement in the areas of employee motivation, corporate gifting and incentive travel. *Incentive* readers have used IncentOne's technology-enabled incentive programs, including the Healthy Choice Award™ and Health Power™, and have found them to be among the best in the business.

"Building and maintaining a successful incentive program requires precise understanding of the client, with the knowledge that different programs work for different industries and employee populations," said Michael Dermer, IncentOne president and chief executive officer. "We are gratified to be recognized by the astute readers of *Incentive* as leaders in this industry."

A recent study by The ERISA Industry Committee, the National Association of Manufacturers and IncentOne found that employers are growing increasingly sophisticated with the use of incentives to encourage employees to participate in these programs. That report, *Employee Health and Productivity Programs: The Use of Incentives*, can be found online at www.IncentOne.com/surveyresults.

"We are committed to helping companies develop and deliver incentive programs that get results," said Sue Lewis, IncentOne senior vice president of health and productivity solutions.

IncentOne provides organizations with the necessary guidance in the areas of program design, execution and improvement allowing them to run the most effective program possible with a proven track record of delivering innovative “Best in Class” incentive solutions.

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About IncentOne

IncentOne provides integrated incentive solutions to employers, from small businesses to the FORTUNE® 500, including half of the FORTUNE® 50. IncentOne’s technology solutions provide the tools to drive health care cost reduction and productivity improvement. Read its recent issue brief, *The Art and Science of Health Incentives*, at www.IncentOne.com/IssueBrief. For more information, please visit www.IncentOne.com.

About *Incentive*

Incentive, published by Nielsen Business Media, is the only publication devoted exclusively to motivation and performance improvement through the use of incentive programs and consumer promotions. It is a first-read for executives looking to improve company performance and a first-buy for advertisers looking to reach the most qualified incentive buyer decision-makers. The *Incentive* advantage is a direct result of more than 100 years of industry experience coupled with the highest subscriber qualification standards in the industry. *Incentive* helps both advertisers and subscribers reach their goals.