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### **PARAGO NAMED ONE OF BEST PLACES TO WORK IN DALLAS**

August 19, 2009 (Lewisville, TX) – Parago ([www.parago.com](http://www.parago.com)), a leading provider of reward-based incentive programs, today announced that it is one of the *Dallas Business Journal's* Best Places to Work in Dallas, as judged by an independent research firm that collected the anonymous employee surveys.

“Our culture is built on a foundation of passion, teamwork and integrity,” said Juli Spottiswood, Parago President and CEO. “Parago has achieved considerable success, due chiefly to our employees’ ability to deliver on our promise of ‘Don’t Stand Still’ - whether we are implementing an incentive program that delivers a tremendous experience to our client’s constituents or introducing technologies that reinvent the industry. Our employees are the cornerstone of our accomplishment, so we take every measure to ensure that they are thrilled to show up to work every day and be a part of our winning team.”

Parago runs a myriad of programs to enrich the lives of their employees, from providing a company gym, robust healthcare and several social events throughout the year, to a mentoring program and dedication to career growth. It is because of this investment and focus given to employee development that Parago has not only a stellar employee retention rate, but industry-best client retention.

Parago also encourages philanthropic activities amongst its staff. The CARES Team, made up of Parago volunteers, selects a charitable organization to support each year. Currently, all activities support the Texas Scottish Rite Hospital for Children through numerous fundraising events like the annual Pie in the Face, bake sales, silent auctions and 50/50 raffles. Additionally, the CARES team also volunteers time at the hospital.

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.

#### **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](http://www.parago.com)

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