



CONTACT:

Erin Dolin 303-204-4819

erin@fletchergroupllc.com

Jennifer Tramontana 303-929-9636

jennifer@fletchergroupllc.com

PARAGO'S MAE REEVES NAMED DALLAS CFO OF THE YEAR

November 3, 2009 (Lewisville, TX) – Parago (www.parago.com), a leading provider of rewards-based incentive programs, today announced that Chief Financial Officer Mae Reeves has been selected as Dallas' CFO of the Year in the Midsized Private Companies category, as judged by the *Dallas Business Journal's* annual awards program.

Parago is enjoying great success as an incentives industry leader, offering innovative rebate and incentives programs to some of America's pre-eminent legacy brands. Reeves was nominated for her significant contribution to Parago's achievements, including both her sharp financial expertise as well as her strategic business contributions in the areas of operations and sales.

"Mae is a crucial component of Parago's success, and the entire staff is proud of her CFO of the Year win," said Juli Spottiswood, Parago President and CEO. "We have Mae to thank for helping drive Parago to become an incentives innovator; offering industry-changing programs, enhanced rebate and incentive user experiences and superior value to clients."

The Dallas Business Journal honored nine chief financial officers as winners on October 22 at its second-annual CFO of the Year Awards program. The winners and finalists were selected from a pool of more than 90 nominations. Those selected were recognized for having excelled in terms of financial acumen, community service and contributions to the overall health of their companies. The recipients in nine categories were chosen by a panel of independent judges that included two past award winners.

"It was a great honor to be recognized amongst a very accomplished group of Dallas CFOs," said Reeves. "I am incredibly proud of the strides that Parago has made within the incentives industry, and am pleased that I am able to contribute to that success."

This professional award caps off a successful year of business recognition for Parago, which was also selected as one of the *Dallas Business Journal's* Best Places to Work in Dallas, received an A+ rating from the Dallas Better Business Bureau and ranked on *PROMO* magazine's 2009 PROMO 100 list of the top U.S. promotion agencies. Additionally, Parago President and CEO Juli Spottiswood received the Ernst & Young Entrepreneur Of The Year® 2009 Award in the business services category in Southwest Area- North.

Parago supports an extensive range of sales, channel, employee and consumer incentives for companies such as Staples, Ace Hardware, General Electric, McAfee and Hitachi, representing more than \$1.5 billion 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 rewards-based incentive 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. Parago is based in the Dallas/Fort Worth area. For more information visit www.parago.com

###