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**PARAGO CHIEF FINANCIAL OFFICER NAMED DALLAS CFO OF THE YEAR FINALIST**  
*CFO Mae Reeves celebrated for her contribution to Parago's success*

October 21, 2009 (Lewisville, TX) – Parago ([www.parago.com](http://www.parago.com)), a leading provider of rewards-based incentive programs, today announced that Chief Financial Officer Mae Reeves has been selected as a finalist for Dallas' CFO of the year, as judged by the *Dallas Business Journal's* annual awards program.

Parago has established its position in the rewards-based incentive industry by providing unmatched service levels, industry-changing innovations and measurable value to a blue chip clientele. Under Reeves' financial leadership during the last year, Parago has generated impressive growth in shareholder value.

"It is rare to find a CFO who not only has a mind for finance but also a keen understanding of operations and sales, strong business acumen and a strategic mindset. The combination of these unique skill sets allows Mae to understand the financial implications of every nuance of the business and help guide the company strategically," said Juli Spottiswood, Parago President and CEO. "Armed with a strong background in bank-issued prepaid card programs, Mae was instrumental in advancing Parago's strategic objective of replacing other payment vehicles with prepaid cards for use in its promotion and incentive programs. This program extended Parago's track record of being a leading innovator in the incentives industry delivering unique participant experiences and great value to our clients."

CFO of the Year finalists were selected for being among the most outstanding CFOs in the Dallas/Fort Worth Metroplex for their contributions to their company's growth and/or profitability, areas of corporate management in addition to the CFO role, as well as to the community outside the company. Finalists and winners were selected by an independent judging panel consisting of past winners and recommended judges from ACG, the Dallas CPA Society and FEI. All finalists will be recognized and winners will be announced at a special awards luncheon from on Thursday, October 22 in Dallas.

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 more than \$1 billion of rewards and incentives annually. Parago's accomplishments are benchmarked not only by their innovation and effectiveness, but their industry-best client retention rate 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. Parago is based in the Dallas/Fort Worth area. For more information visit [www.parago.com](http://www.parago.com)

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