



## **Prepaid Cards Primed to Capture Leading Form of Payment Status within Rebate Market**

*Visa and Parago to Showcase Marketing Opportunities for Branded Prepaid Cards at DM Days*

**DALLAS, (June 15, 2007)** – Parago, Inc., the leading industry innovator in technology-driven promotion, incentive and rebate solutions, today announced Parago President and CEO Juli Spottiswood will partner with Visa to present the emerging opportunity of branded prepaid cards within the promotional services market at the Direct Marketing Association’s DM Days New York Conference and Expo, June 19 – 21. In the session, “The Next Generation in Consumer Rewards: Branded Prepaid Cards,” Spottiswood, along with Michael Chittero, senior director, Visa Prepaid Division, will detail the market opportunity and value propositions for branded prepaid cards.

Prepaid cards are currently used as gift, incentive and refund vehicles alongside existing payment methods such as credit and debit products. Now electronic payment solutions are quickly replacing paper currency and prepaid cards are emerging as the alternative to traditional cash, checks, coupons and gift certificates. Michael and Juli will outline how branded prepaid cards are poised to become the leading form of payment in the rebate industry and will examine in-depth the current opportunities available to businesses by using prepaid solutions, the value reflected back to consumers by accepting prepaid card rewards and the unique characteristics of prepaid cards.

“DM Days is Parago’s opportunity to demonstrate the newest trend in consumer rewards and incentives while helping marketers understand the tremendous branding opportunities available with prepaid cards,” said Spottiswood. “By partnering with Visa, Parago continues its market-leading position and commitment to innovation, leadership and service in the delivery of rebate, prepaid and incentive solutions.”

Parago leads the industry in the use of branded prepaid cards as a rebate payment method. By further streamlining the rebate process using branded prepaid cards, Parago delivers consumers a great rebate experience while also giving its clients a simple way to keep their brands top of mind, even after the transaction takes place. These innovations continue to enhance the consumer rebate redemption experience.

### **[About Parago](#)**

Parago, Inc. is an industry-leading promotional services company serving hundreds of clients in an array of business-to-consumer and business-to-business markets. Founded in 1999, the company leverages innovative technology to create efficient and flexible promotion, incentive and rebate programs. Parago’s executive leadership comprises more than 200 years of marketing, technology and client service experience to set new industry standards in service, leadership and integrity that produce meaningful, measurable promotional results for clients. For more information, visit [www.parago.com](http://www.parago.com).