



Incentive Industry Veteran Joins Parago's Executive Team

DALLAS, TX (August 15, 2008) – Parago, Inc., an innovator in technology-driven consumer promotion and B2B incentive solutions, today announced the addition of Glen Holbert to the position of Executive Vice President of Sales.

Holbert brings over 20 years of incentive industry experience to Parago including leadership positions with MotivAction, LLC, BI Performance, Maritz Inc. and most recently Marketing Innovators International. While at Marketing Innovators, Holbert led the company's exponential growth in business to business incentive marketing solutions.

"Glen brings tremendous experience and proven sales leadership in the delivery of innovative incentive solutions" said Juli Spottiswood, president and CEO of Parago. "His impressive track record at some of the country's most successful incentives firms is invaluable as we aggressively expand our promotions and incentives offerings."

Holbert will direct Parago's revenue growth and strategic emphasis on building a solutions sales organization, operating on proven sales processes while also expanding the company's reach into new industry segments and programs.

"Parago has clearly established themselves as innovators in developing full service promotional solutions" said Holbert, "I am thrilled at the opportunity to help expand the company's capabilities and drive its strategic growth and expansion".

Holbert and his wife will relocate from Chicago and he will work out of the company's corporate headquarters in Dallas.

[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 and innovation that produce meaningful, measurable promotional results for clients. For more information, visit www.parago.com.

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