



## **PARAGO GROWS 20 PERCENT IN 2008; ACHIEVES SIGNIFICANT MILESTONES**

*Company plans to grow corporate incentives portfolio in 2009*

**February 24, 2009 (Dallas, TX)** – Parago, an innovative incentives company transforming the rewards-based incentives field, today announced its year-end results for 2008. Along with 20 percent earnings growth, Parago retained 100 percent of its client base and added 18 new clients.

Parago has carved out a leadership position in the consumer incentives field by continually introducing innovation, offering a robust technology platform and maintaining a strong commitment to providing an outstanding customer experience. The Company expanded the number of clients using its paperless rebate offerings in 2008, making the process quicker and easier for consumers than ever before. In addition, Parago is now managing the majority of the prepaid debit card rebate programs in the country, allowing clients to turn a simple customer acquisition tool into a loyalty and branding tool. In 2009, the company is delivering noteworthy advancements for the employee, sales and channel incentives space.

“Since our entry into the consumer incentives space, Parago has introduced significant innovation and made huge strides in improving the consumer experience and driving results,” said Juli Spottiswood, Parago President and Chief Executive Officer. “We are not a company that likes to stand still, and we now look forward to driving groundbreaking change in corporate incentive programs.”

Other key results in 2008 included:

- Received a 93 percent positive client satisfaction score
- Secured 18 new clients
- Surpassed a quarter of a billion total rebates processed since 2000
- Exceeded 20 million total paperless rebates since 2004
- Fulfilled more than one billion dollars in rewards
- Added several corporate incentive programs utilizing the proprietary Synergy technology platform

### **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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