



FINAL FOR IMMEDIATE RELEASE

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PARAGO GARNERS A+ RATING FROM DALLAS BETTER BUSINESS BUREAU

With more than 40 million annual transactions, excellence in process and customer service drives stellar rating

August 11, 2009 (Lewisville, TX) – While rebates provide tremendous savings opportunities for customers, they have long been viewed as the stepchild in the world of promotions and incentives due to slow turnaround times, poor customer experiences and frustrating processes. Parago (www.parago.com), a leading provider of rewards-based incentive programs, has made it their continual goal to bring innovation and improvement to the industry by simplifying the rebate process, resulting in a rewarding and satisfying customer experience. Over the past ten years, Parago has led this industry makeover, so much so that the Dallas Better Business Bureau recently awarded Parago an A+ Rating. This is the first time that the Better Business Bureau issued ratings on a grading scale. Parago has consistently rated highly with the organization.

“Parago reinvented the entire rebate process from the way claims are submitted and validated to the way rebates are rewarded, revolutionizing the experience for consumers and providing great value to our clients,” said Juli Spottiswood, Parago President and CEO. “With the introduction of paperless rebates, industry-best turn times, integrated and online customer support and reward choice, we have been able to improve the customer experience tremendously, leveraging our best-in-class proprietary technology to communicate and guide the consumer through a positive retail experience. As we celebrate our 10 year anniversary this year, we are honored to have achieved an A+ Better Business Bureau distinction in recognition of our efforts.”

Parago strives to maintain a leadership position in the rewards-based incentive industry by providing unmatched service levels, industry-changing innovations, competitive pricing and measurable value to a blue chip clientele.

The Company supports a broad range of sales, channel, employee and consumer incentives for companies such as Staples, Ace Hardware, General Electric, McAfee and Hitachi, driving billions of dollars of rewards annually. Parago’s accomplishments are benchmarked not only by their innovation, but their industry-best client retention (98%) 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. For more information visit www.parago.com.

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