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**NEW RESEARCH SHOWS SLUMPING ECONOMY PROMOTING REBATE RESURGENCE**

*“Rebate Chic” consumers drive demand with 83 percent seeking products with rebates, shoppers seeking higher standards for rebate offerings*

October 27, 2009 (Lewisville, TX) – A new survey conducted by Parago ([www.parago.com](http://www.parago.com)), the innovative provider of reward-based incentives solutions, examined the ways consumers are modifying their shopping habits amidst the slumping economic environment and found that rebates are surging in popularity, with 83 percent of surveyed consumers actively seeking out products with rebates. Additionally, consumers now have higher expectations for their rebate experience.

The survey conducted last month confirmed that 80 percent of consumers are changing their shopping habits to reflect the changing economic times and a new value consumer is emerging: 55 percent of consumers are more likely to look for products that include a rebate offer since the recession began and 83 percent of all consumers are seeking out rebates today. Unlike the typical value consumers of yesteryear, the research revealed that this new breed of “Rebate Chic” consumer demands an efficient rebate experience and a meaningful reward, even if it means they have to do a bit of work to get it.

“We all know that consumers are expecting more value. The economic hardships of the country have resulted in consumers being more willing to put in the extra effort to clip a coupon, drive to a sale location or submit a rebate. But, they also demand more than just getting a deal, “ said Juli Spottiswood, Parago President and CEO. “This survey revealed a new breed of ‘Rebate Chic’ consumer, who enjoys the ability to gain cash back, but also demands quick and easy rebate redemption, and prefers the convenience of a prepaid card payment vehicle and the ability to painlessly track the fulfillment process.”

The online research executed through an independent research company, resulted in insights from over 400 consumers. The demographics of the respondents resulted in statistical insight into behavioral differences by gender, age, income, and employment status. Complete research results are being tabulated, for more information please contact [erin@fletchergroupllc.com](mailto:erin@fletchergroupllc.com).

Parago ([www.parago.com](http://www.parago.com)) is a leading provider of rewards-based incentive programs and 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. With the introduction of paperless rebates, industry-best turn times, integrated and online customer support and reward choice, Parago been able to improve the customer experience tremendously. Parago 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.

**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](http://www.parago.com).

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