



PARAGO BECOMES MEMBER OF PRESTIGIOUS GIVING CLUB FOR TEXAS SCOTTISH RITE HOSPITAL FOR CHILDREN

March 31, 2009 (Dallas, TX) – Parago, an innovative reward-based incentive company based in the Dallas area, today announced that it will continue its philanthropic programs with the Texas Scottish Rite Children’s Hospital, (TSRHC), following substantial donations to the hospital in 2008. Parago has goals to surpass 2008 donations in 2009 by hosting a number of fundraising events, with all of the proceeds dedicated specifically to supporting the children’s hospital.

"We are so honored that Parago has chosen to support Texas Scottish Rite Hospital for Children for another year," said Stephanie Brigger, Vice President of Development for TSRHC. "We absolutely could not do what we do every year for thousands of Texas children if it were not for the support of corporations like Parago. Due to the significant donation we received from Parago in 2008, we are pleased to announce that the company will be a part of the Brandon Carrell Society, our most prestigious giving club."

The Brandon Carrell Society was named in honor of the hospital’s second chief of staff and recognizes donors who give \$10,000 or more in donations to the hospital. This will be a lifelong membership for Parago, and the company will be recognized annually for its donation efforts.

"Our partnership with the Texas Scottish Rite Hospital for Children is very near to our hearts. It is incredibly important for us to give back to our community and we know that our charitable donations can be put to good use by this extraordinary children’s hospital," said Juli Spottiswood, Parago President and Chief Executive Officer. "We are very proud to have raised significant funds for the hospital last year as a result of our corporate philanthropy program; we are now inspired and dedicated to raising even more money for the hospital in 2009."

Parago will employ a number of fundraising activities throughout the year to raise money for TSRHC, including: an automatic deduction system providing employees the opportunity to donate a set amount each pay period, ice cream socials, cook book and bake sales, a chili cook-off contest and "Eating for Charity," a partnership with local restaurants in which one restaurant per month will donate 10-20 percent of Parago employee purchases. Additionally, Parago sponsors employees who run in the Dallas White Rock Marathon, which benefits TSRHC.

Parago employees also value the opportunity to participate in various volunteer activities at the hospital including individual volunteering sessions as well as "Parago’s Got Talent," a talent show featuring Parago employees held at the hospital for patients and their families.

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

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