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**THE BAESMAN GROUP, INC. Announces Loyalty Technology Solution**

COLUMBUS, Ohio (January 15, 2010) The Baesman Group, Inc. a specialist in providing strategic direct marketing, database and CRM solutions for customer-centric organizations and Reward Paths, a loyalty marketing software and services company, announced today the formation of a channel partnership to deliver enhanced loyalty program capabilities to US retailers.

Under the terms of the agreement, Baesman will become a preferred channel partner and will offer the Reward Paths loyalty management system – Incentive Control™ - for resale in the US. Baesman will provide clients with full program design, execution, communications, fulfillment, reporting and analytical services in connection with loyalty marketing programs operated on the Reward Paths platform. Reward Paths will provide the software and technical support services, plus any platform customization needs and web services, from their global technology center in Auckland, New Zealand.

“We are excited about the Baesman partnership,” noted David Harwood, CEO of Reward Paths, “because it offers the potential to demonstrate our world class loyalty management system to a new group of US customers served by Baesman. We like the complimentary structure of the partnership and the enhanced value, strong credentials and full-service capabilities of the Baesman team will enable clients to reap additional benefits from our core loyalty platform.”

“There are a variety of loyalty solutions and accompanying business models in the marketplace today,” said Jeff Sopko, Vice President of Baesman’s Strategic Solutions Group. “When we examined the landscape from the perspective of our client’s stated needs, we found three consistent requests – loyalty marketers seek leading-edge functionality in terms of program management; they require speed and flexibility in program execution; and they insist on value. The Reward Paths system, with their software-as-a-service model, was clearly the best choice on the market.”

The Strategic Solutions Group at Baesman provides a comprehensive suite of relationship marketing services for clients in the retail, B2B and consumer products industries.

Capabilities include strategic program design, database marketing and analytics, creative design services, plus state-of-the-art print and electronic production services, including fulfillment, for both on-going customer management programs and multi-channel, multi-segment marketing campaigns. “Our loyalty offering has been solid for years,” noted Sopko, “but we lacked a specialized software platform to fully enable programs from a single source. The Reward Paths partnership now gives us that final tool.”

Ron Schuller, Director of Strategic Solutions for Baesman states, “The business partnership with Reward Paths offers us a technology platform that is second to none in the mid-market sector. Many clients in this market are seeking affordable and innovative solutions yet require those solutions to interface with disparate legacy database and POS systems. Reward Paths not only provides seamless integration to streamline operational efficiency, it also provides incredible flexibility in program design, operations and consumer interface. We believe the Reward Paths technology platform is appropriately positioned to meet and exceed the challenges of increasingly complex consumer expectations and we look forward to bringing innovative loyalty solutions, enabled through the Reward Paths technology platform, to the marketplace in 2010 and beyond.”

The Reward Paths software platform has been in operation in New Zealand since the 1990’s serving clients in both the consumer and B2B markets. A 100% web-based tool that requires no extended client footprint other than a browser, Incentive Control provides complete back-end functionality to manage customer loyalty programs, sales force and channel incentive programs, consumer rebate processing and employee motivation or performance improvement programs. The platform integrates transactional and behavioral databases with customer attributes to enable and operationalize highly-segmented marketing efforts. The core loyalty platform includes a points and rewards management system, an auction engine for customer engagement, survey capabilities, e-mail and SMS messaging capabilities, a call center interface and campaign management tools. All platform accessibility for both end-user clients and customers is delivered over the web. Reward Paths, a subsidiary of Incentive Solutions Ltd. of Auckland, New Zealand, first entered the US market with this system in April of 2008.

#### **About Baesman Group Inc.**

Baesman ([www.baesman.com](http://www.baesman.com)) is a privately held nationally recognized single-source provider for both marketing strategy and multi-channel execution. Our programs are designed and proven to establish and enhance customer identification, acquisition and retention while providing ROI measurements on the backend to ensure effective use of invested dollars. We make it easier, faster, and more cost-effective for you to engage your customers/members in meaningful dialogue, using the channels they prefer most.

#### **About Reward Paths LLC**

Reward Paths is a full service marketing firm specializing in helping mid-market companies design, enable and operate reward, loyalty and incentive programs for their customers and associates. Reward Paths offers affordable, best of breed technology especially well suited to the consumer marketplace. The company also provides reward program service to B2B clients serving professional, institutional and trade audiences. Reward Paths LLC is majority owned by Incentive Solutions Limited (ISL) of Auckland, New Zealand. For more information visit [www.rewardpaths.com](http://www.rewardpaths.com).