

**For Immediate Release**

May 20, 2009

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**Reward Paths Enables Leisure Systems, Inc. to Launch the New Club Yogi Rewards Program**

Cincinnati, OH (May 20, 2009) - Leisure Systems, Inc., the franchisor of Yogi Bear's Jellystone Park Camp Resorts, has announced the system-wide launch of their new and innovative loyalty program - Club Yogi Rewards. The program is being supported by systems and services provided by Reward Paths, LLC, a loyalty marketing services company.

Leisure Systems needed an affordable, state of the art technology platform to support the new program structure and to provide members a flawless experience with the program. After an extensive search, Leisure Systems selected Reward Paths to provide the loyalty management system for Club Yogi Rewards. "We felt that Reward Paths provided the greatest value and flexibility of all the systems providers we interviewed," said Robb Schutter, President and COO of Leisure Systems, "and they have more than enough capability already built-in for program enhancements we may need in the future. Everything is web-based so it was easy to deploy across all of our locations and for our customers. We are very pleased with Reward Paths technology and look forward to working with them for years to come to support new innovations for our program members."

Club Yogi Rewards is a free program that is unlike any other best customer initiative offered by campgrounds across the United States and Canada. "Jellystone Parks are unique to the campground industry," says Schutter. "We needed a program framework that is equally unique, that leverages our brand, and provides tangible rewards and recognition for our best guests."

David Harwood, CEO of Reward Paths, added that the "Club Yogi Rewards project was challenging from a franchisee perspective. Given different POS systems in place at the park level and more than 3 different reservation software packages providing transaction detail, we had to make things very simple yet tightly integrated. The launch went smoothly and both our clients and their best customers are excited about the new program."

Michele Wisher, Director of Marketing & Promotions explains. "Our new program abandons the classic fee-based discount card approach that is common in the camping industry. Instead we are offering all guests the opportunity to earn FREE camping nights for any accommodation, at any time of the year based upon their total spending with us."

With Club Yogi Rewards, guests earn Club Points for every qualified dollar of spending at Jellystone Park locations in the US and Canada. Qualified spending includes campsites, cabins, and on-site retail transactions so the number of points earned add up quickly for the club member. Club Points are accrued in the member's personal account and can be redeemed for free nights at any type of available accommodation at any park in the system. There are no blackout dates. Members also receive access to exclusive members-only benefits designed for the most valued campers and their children. "Our research indicates that our best guests understand points programs, and they really wanted a free night and special privileges rather than 10% off," says Wisher. "We examined hundreds of options and engaged our consultants, our franchisees and our Advisory Board throughout the program design process. We are confident this program will have strong appeal to our very best guests."

Club Yogi Rewards launched on April 1, 2009 with an enrollment mailing to over 16,000 of Jellystone Parks' existing guests. All other guests can enroll at the parks or on-line at [www.jellystonerewards.com](http://www.jellystonerewards.com). Members receive a welcome kit that includes two Club Yogi Rewards' membership cards and other program information. Periodically, members will also receive communications from the program about their account activity and special offers. Member's children are also eligible to receive a free birthday gift from Yogi Bear if they are registered on the program website. The website also serves as the portal for program and individual account information, including the redemption of points for free nights. Reward Paths provided all web design services in conjunction with the launch and hosts both the member facing website and the loyalty management system used to support the entire program. Each park has direct web access to the entire system and all database information for their own best customer marketing initiatives.

Leisure Systems also relied on loyalty consulting firm Marketing Strategists for program design and technical implementation services. Marketing Strategists facilitated the program evaluation process, worked with both franchisees and Advisory Board members and provided tools and support in the design and financial planning process. The consulting firm also assisted in all marketing communications activities for the new program and in specifying technical requirements for both the campgrounds and the Reward Paths system.

### **About Reward Paths**

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).

### **About Leisure Systems, Inc. and Jellystone Parks**

Launched in 1969, the Yogi Bear's Jellystone Park Camp-Resort system is the second largest chain of campgrounds in the United States, boasting more than 70 campgrounds with over 15,000 campsites in 27 states and Canada. Jellystone Park Camp-Resorts, which focus on the family market, are among the best campgrounds in the industry with a

quality reputation for being fun, friendly, clean and service-oriented parks. On average, they have higher revenue per site night and a longer average stay than that experienced by other campgrounds – independent or franchised. Additionally, each Jellystone Park is themed with Yogi Bear elements providing instant recognition and consumer appeal. It is truly a place “Where You Camp With Friends.”®

Yogi Bear Jellystone Parks are franchised through Leisure Systems, Inc (LSI), a wholly owned subsidiary of the Park River Corporation, Cincinnati, Ohio. For more information about Jellystone Parks, visit [www.campjellystone.com](http://www.campjellystone.com).

### **About Marketing Strategists**

Marketing Strategists LLC is an independent consulting practice focused on the responsible design and enablement of best customer and loyalty marketing strategies. Founded by loyalty industry veterans Mike Capizzi and Terri Gaughan in 2005, the firm assists clients in identifying, designing and implementing a wide variety of financially viable database marketing and loyalty program options for both consumer and business-to-business audiences. For more information visit [www.mktgstrategists.com](http://www.mktgstrategists.com).