

For Immediate Release

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Reward Paths Enters U.S. Loyalty Marketplace

New Zealand Firm Exports Technology and Expertise to Launch New Entity

(April 16, 2008 Cincinnati, Ohio)

Reward Paths, a new enterprise developed to serve the U.S. rewards, loyalty and incentive solutions marketplace, officially opened today. The company was formed to specifically fill the void created by the lack of a disciplined, data-driven approach to rewards programs in the midsize B-to-B and consumer sectors. Reward Paths offers clients proven program design, operations and rewards expertise, enabled by affordable, best-in-class technology that has been previously unavailable to mid-market clients.

While large US corporations serving consumer markets have been able to establish and afford substantial investments in rewards, miles and points programs for their best customers, the mid size US corporation, especially those serving business-to-business markets, has often been unable to secure the same capabilities and expertise at affordable costs. As such, they have relied upon undifferentiated discount programs or undisciplined and under-analyzed incentive campaigns to implement similar strategies for their best customers. Reward Paths will change that by bringing a compelling, turn key, and affordable presence to the US loyalty and rewards marketplace for the mid-market.

According to David Harwood, President and Chief Executive, "Reward Paths is structured to deliver creative, effective, sustainable rewards programs to the mid-market, especially B-2-B. Our history in the trenches and our experienced team give us the know-how to provide our clients with the most appropriate path for their loyalty, incentive or rewards program objectives."

Reward Paths LLC is majority owned by Incentive Solutions Limited (ISL) of Auckland, New Zealand. ISL was established in 1996 to serve the rewards and incentives marketplace in New Zealand. A full service provider, ISL rapidly developed proprietary technology and management systems to enable the operation of both B-to-B and consumer rewards programs.

Today, they are a major provider of loyalty marketing solutions and incentive programs for some of New Zealand's top corporations, including New Zealand Telecom, 3M, Rexel Electrical, Goodman Fielder, and NuFarm. ISL is also the largest purchaser and fulfillment provider of technology merchandise in New Zealand.

In 2007, ISL became a global partner in The COLLOQUY Network, an established consortium of loyalty marketing service providers around the world. Through network participation, ISL gained access to research, best practices and market knowledge of the U.S. loyalty landscape to blend with their own methodological and intellectual library of tools and techniques proven to be effective in New Zealand. Market opportunities were clearly identified with mid-sized consumer and B-to-B clients who lacked a place to go for affordable reward program execution with state-of-the-art technology and proven expertise. Reward Paths was created to serve those specific opportunities.

Additionally, 2007 marked the development of a formal business partnership with Marketing Strategists LLC, a highly specialized consulting company with long established roots in the U.S. loyalty industry.

Mike Capizzi, Founding Partner, Marketing Strategists, who will serve as Managing Director for Reward Paths states, "We are excited about our business partnership with such a reputable and innovative loyalty services company. Reward Paths technology platform is second to none in the mid-market sector. Clients are seeking affordable solutions commensurate with their own revenue and customer base but are being turned away by the large, Marketing Services providers who specialize in loyalty and incentive programs. Reward Paths will likely have a significant impact in changing the current landscape."

Added Harwood, "We have significant experience in New Zealand about what works and why. We have engineered our US business around similar concepts. While some cultural and market adjustments are required, the reward and recognition foundation we have established means that all mid-market industries with any interest in a loyalty or rewards solution will benefit greatly."

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 business-to-business marketplace. The company also provides reward program services to mid-market clients serving consumer markets. Reward Paths LLC is majority owned by a subsidiary of Incentive Solutions Limited (ISL) of Auckland, New Zealand. For more information visit www.rewardpaths.com.