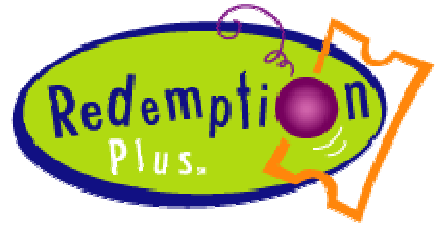


**FOR IMMEDIATE RELEASE**

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**CAROL SMITH APPOINTED BUYER**

LENEXA, KS (July 25, 2006) – Redemption Plus, a value-added distributor of products for the family entertainment and learning center markets, announced today the appointment of Carol Smith as Buyer. The primary focus of this position is to purchase and reorder merchandise with the primary goal of maintaining their established in stock percentage, ensuring they always have the right products on hand for their customers.

Carol has been with Redemption Plus for almost two years. Prior to this position, she assisted the educational learning division with building scheduled orders for their customers.

When asked about her new position, Carol said “I’m excited to be part of one of the best companies in the business. Redemption Plus strives to provide both the latest products and the proven favorites to their customers, and I enjoy being part of that.”

Barb Suter, Director of Merchandise, is very pleased to have Carol become part of her team. “Carol has been extremely proactive communicating with suppliers in order to fulfill our customers’ needs and ensure they continue to be satisfied with our product selection.”

**About Redemption Plus**

Based in Lenexa, KS, Redemption Plus has a large selection of redemption and incentive merchandise, ranging from penny novelties to high-end electronics, plus a complete line of birthday party products and crane and merchandiser kits. They combine legendary customer service with the latest in technology to create an easy and cost effective way to do business. Their team serves customers with a “do-whatever-it-takes” attitude and is empowered with the authority to satisfy every customer, every time. Their proprietary online ordering tool allows companies to customize their buying process to suit their business needs. The company caters to various market segments including Family Entertainment Centers, Educational/Learning Centers, School Carnivals and Fundraising Programs for organizations and other Commercial Business to Business sales. For more information on Redemption Plus or to view the company’s online catalog, please visit <http://www.redemption-plus.com>