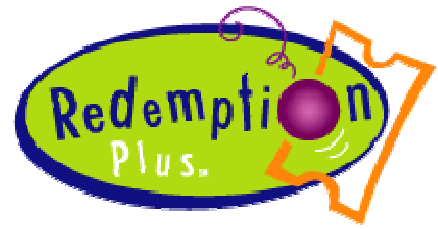


FOR IMMEDIATE RELEASE

February 26, 2007



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DARREN WRIGHT APPOINTED VP OF PURCHASING

LENEXA, KS (February 26, 2007) – Redemption Plus, a value-added distributor of redemption and incentive merchandise for the family entertainment and learning center markets, announced today the appointment of Darren Wright as Vice President of Purchasing.

Darren comes to Redemption Plus from Hallmark Cards, Inc.; when he left, he was acting as Global Procurement Category Manager. Throughout his 16 years with Hallmark, he spent four of them focusing on Sales & Marketing, 6 ½ with Manufacturing, and the final 5 ½ in Procurement. This has given him a very well-rounded working knowledge of how key components of a company are structured and how they interact with each other. One of his most valuable assets that he plans to bring to his new position is the ability to find, nurture, and grow supplier relationships while maintaining product quality, serviceability, and cost.

“I am very excited to add Darren to our team. His level of experience in global procurement rounds out an already outstanding purchasing team and will allow us to focus on delivering unique, high quality products at great values.” states Ron Hill, President of Redemption Plus.

When asked about his new position, Darren said he is “excited to be part of a company where every employee is fully engaged in making it a success, while still having fun and exhibiting a strong work ethic. Redemption Plus has proven itself to be a significant player within the industry, and I’m very eager to play an active role in strengthening that position.”

Darren received his BS in Economics from the University of Missouri and his masters from Baker University. He lives in Olathe, Kansas with his wife, Kelly, and two children, Madison and Stuart.

About Redemption Plus

Headquartered in Lenexa, Kansas, Redemption Plus focuses exclusively on providing superior redemption and incentive merchandise for family entertainment centers, educational learning centers, and fund-raising organizations. The company’s customized, value-added, ‘do-whatever-it-takes’ approach places client profitability as one of our top goals. Founded in 1996 by Ron Hill, Redemption Plus leads the industry with its unique inventory ordering and tracking, and its e-commerce system for managing and procuring merchandise. The company currently serves thousands of companies and organizations in North America. For more information, visit www.redemption-plus.com.