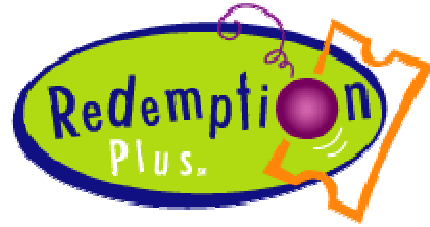


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**REDEMPTION PLUS PARTNERS WITH MCAULIFFE TO
FOCUS ON CUSTOMER SUCCESS**

LENEXA, KS (September 22, 2006) – Redemption Plus announced that it has retained industry veteran George McAuliffe and his consulting practice. McAuliffe is charged with developing, planning, and implementing all aspects of Redemption Plus' Customer Success Strategy. "We conceived the new program to support our customers in building their businesses and growing their profitability," said Redemption Plus President, Ron Hill. "We will leverage George's experience and track record with family and location based entertainment centers into an additional resource for our customers. Internally, he will represent the customer perspective to our team with customer focused training programs and the authority to make sure we are fully executing on our mission to satisfy every customer, every time."

"I'm delighted to be working once again with Redemption Plus," said McAuliffe. "We have been an admirer and customer of the company for many years. Redemption Plus' combination of quality merchandise and easy ordering, with built in controls and reporting, leads the industry. Now, I will be working directly with their team and their customers to tie in the operational aspects. We have used this full service approach for our clients very successfully and know we can help Redemption Plus' customers enhance their profitability."

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.

About George McAuliffe

George McAuliffe is a 25 year family entertainment center operator and president of Pinnacle Entertainment Group, Inc. He founded Pinnacle in 1996 and has operated public space entertainment centers from 20,000 to 150,000 square feet with components as varied as ice skating, bowling, major rides, children's entertainment centers, and themed restaurants. The company is known for its "Redemption as Retail" approach, promoting a professional system for the merchandising of games and redemption.