

**FOR IMMEDIATE RELEASE**

October 31, 2011



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**HOWARD MCAULIFFE JOINS REDEMPTION PLUS' HIP TEAM**  
**His industry experience will help us grow the line to meet our customer's needs**

Redemption Plus announces the addition of Howard McAuliffe to its High Intensity Prizes (HIP) team, the company's crane & merchandiser products division.

Howard grew up in the FEC and crane business, building plush mixes at age 16 for the family business, Pinnacle Entertainment Group. He assisted Pinnacle's growth from start-up to operating some 450 cranes in 100+ locations. Over the years he served as a route driver, supervisor, buyer, and VP of Merchandise. In that role, he successfully developed Pinnacle's wholesale crane & merchandiser product sales team, which merged into Redemption Plus in 2008.

In his new role at Redemption Plus, Howard will use his experience to further develop the HIP product line. According to Howard "I'm looking forward to renewing my friendships with crane operators. We want to build on our HIP program by listening to the customer, continuing to develop product that will drive sales and profits, and leveraging our import capability to manage costs."

"We're delighted to have Howard join the team," said Ron Hill, President and CEO. "He has extensive experience driving crane and merchandiser revenues while controlling cost. This is well aligned with our mission of helping our customers be more profitable and successful."

**About Redemption Plus**

[Redemption Plus](#) is North America's premier source for redemption toys and incentive merchandise. The company makes it easy for Family Entertainment Centers and Educational Learning Centers to deliver a positive customer experience with redemption prizes, novelty plush, crane & merchandiser kits, and party goods. A wholesale toy distributor with 15 years of trusted industry expertise, Redemption Plus provides management consulting to help customers attract and entertain guests while maximizing profitability. For more information on Redemption Plus, please visit [RedemptionPlus.com](#) or call 888.564.7587.

**About High Intensity Prizes by Redemption Plus**

In repeat visit environments, maintaining high crane & merchandiser sales means incorporating regular changes in the merchandise. We frequently rotate products in our staple kits and provide a steady stream of seasonal and timely themed kits to grab your guest's attention. We deliver industry leading value in a range of price points. View our entire selection at [HipPrizes.com](#) or call 888.564.7587.