

FOR IMMEDIATE RELEASE

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**JIM KIPPER APPOINTED SALES ASSOCIATE
FOR REDEMPTION PLUS**

Lenexa, Kan. (February 7, 2006) – Redemption Plus, a value-added distributor of products for the family entertainment and learning center markets, announced today the hiring of Jim Kipper as Sales Associate for the Family Entertainment Division. This is the latest of several new positions and promotions they have extended as part of their market expansion plan.

Kipper has over 25 years of retail management experience. His strong merchandising and sales background will be essential to Redemption Plus' strategy to help their customers with the selection and display of their redemption counters. He has spent most of his first month on the road, learning how to set the perfect counter.

When asked about his new position, Kipper said he was "very excited to work with such a forward thinking company" and was "looking forward to the opportunity to play a role in their ongoing success".

Doug Stokes, Vice President of Sales & Marketing, is thrilled to have Mr. Kipper on his team. "He has a lot of great experience that will bring a new element to the group," says Stokes. "I know he'll provide a valuable contribution to our continued growth."

About Redemption Plus

Based in Lenexa, Kan., Redemption Plus is a rapidly growing company specializing in providing superior redemption & incentive merchandise and birthday party products to success oriented businesses. They combine legendary customer service with 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 new 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>

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