

## **FOR IMMEDIATE RELEASE**

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### **REDEMPTION PLUS LAUNCHES PLANET PRIZE ONLINE REDEMPTION**

First online redemption system designed exclusively for family entertainment centers.

LENEXA, KS (February 4, 2009) – Redemption Plus, the leading distributor of redemption merchandise and management consulting for the family entertainment market, is announcing the launch of their new Planet Prize Online Redemption program.

Planet Prize is a web-based redemption store available to Redemption Plus customers who also have the Embed system. It allows family entertainment centers to offer their customers hundreds of prizes online in addition to what is available at their redemption counter. Not only does this give the consumer more choices, but it eliminates their wait at the facility to redeem their tickets.

"We wanted to provide an easy way to fulfill redemption online," said Ron Hill, founder and President of Redemption Plus. "By driving players to our customer's website, they're able to feature online promotions and begin loyalty marketing campaigns to help increase repeat business. It also eliminates the need to stock large amounts of high-ticket items, instead filling their redemption counter with the fastest moving products."

Redemption Plus has been beta testing the program at Alley Cats in Arlington, Texas and General Manager Jay Trietley sees value in the new solution. "The online redemption store gives our customers a convenient way to redeem their tickets."

Planet Prize Online Redemption requires that players register their game card in the location and set-up their login and password. Then, at their convenience, they log on to the facility's website and begin shopping. Within approximately 14 days, their prize will be delivered directly to their door, without incurring any added shipping costs.

Redemption Plus has pioneered several innovative redemption solutions and was the first company to offer a digital packing list (DPL®), merchandise tagging, and redemption counter merchandising to the family entertainment industry. If you would like additional information about Planet Prize Online Redemption, please contact Redemption Plus at 888-564-7587.

#### **About Redemption Plus**

Based in Lenexa, KS, Redemption Plus specializes in providing redemption & incentive merchandise, ranging from penny novelties to high-end electronics, a complete line of party products and crane and merchandiser kits, and operations/management consulting. 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 [www.redemptionplus.com](http://www.redemptionplus.com).

**About Embed**

With offices in the USA, UAE, and Australia, the Embed System is a total operating solution for any entertainment facility. The Embed System allows for admissions control, cashless operation of games and attractions, retail, food and beverage sales, full prize redemption management, and integrated event scheduling. For additional information on Embed, please visit the web site at [www.embedcard.com](http://www.embedcard.com).