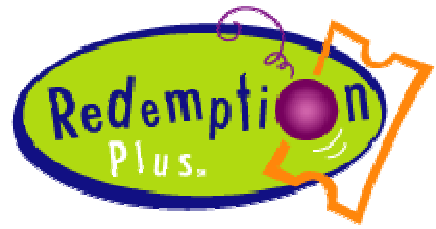


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REDEMPTION PLUS ACQUIRES PINNACLE'S CRANE MERCHANDISE DIVISION

LENEXA, KS (June 11, 2007) – Redemption Plus, a value-added distributor of redemption and incentive merchandise for the family entertainment and learning center markets, has acquired the crane merchandise sales division of Pinnacle Entertainment Group Inc. This acquisition is the latest step in the growing relationship between the companies; Redemption Plus previously retained Pinnacle on a consulting basis to design and manage its Customer Success Program, and Pinnacle's principal, George McAuliffe, serves on the Redemption Plus management team and is an investor in the company.

Pinnacle will continue to offer consulting services to the industry. "This was a logical next step in our growing relationship with Redemption Plus," said McAuliffe. "That relationship began with Pinnacle as a customer almost ten years ago. In addition to the great merchandise, we were constantly impressed by the Redemption Plus commitment to world class customer service and by the complete redemption management program they offer. Ron Hill's vision of a Customer Success capability, essentially retaining us to offer operational consulting services to RPlus customers, came next. Now, with the merger of our crane merchandise unit, the relationship is stronger and deeper."

This acquisition will also help increase Redemption Plus' crane and merchandiser customer base, as well as aid its continued growth. "Our strategic goal is to continually focus on making money for our customers," said Doug Stokes, Redemption Plus Vice President of Sales & Marketing. "The Pinnacle acquisition allows us to add the operating expertise they've developed over the last 20 years to our crane and merchandiser team. Our customers, and the former Pinnacle customers we now welcome, can look forward to us staying in front by providing great mixes, creative solutions, and operating expertise."

"We're proud of our Customer Success Program, another industry first," said Ron Hill, President of Redemption Plus, "and the fact that we have a former customer leading it. We now have the capability to provide operations consulting services based on individual customer needs. This latest move allows us to bring that customer perspective to our crane and merchandiser mixes as we grow that division."

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, its e-commerce system for managing and procuring merchandise, and its Customer Success program offering operations consulting. The company currently serves thousands of companies and organizations in North America. For more information, visit www.redemption-plus.com.