

**FOR IMMEDIATE RELEASE**

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**REDEMPTION PLUS EXCLUSIVE DISTRIBUTOR OF LAVA LAMP® TO FAMILY ENTERTAINMENT CENTERS**

The original shape of cool™ provides classic and chic novelty lighting.

LENEXA, KS (June 24, 2009) – [Redemption Plus](http://RedemptionPlus.com), the leading provider of redemption toys, tools, and training for the family entertainment and learning center industries, has become the official distributor of the Lava Lamp® product line for these markets.

Lava Lamps® have held a place in the hearts of generation after generation and Lava Lite LLC is the only manufacturer of the the original shape of cool™. Redemption Plus will offer customers 4 different sizes ranging from 10” tall to the enormous 27” Grande in varying colors, as well as an assortment of Lava barware.

The first motion lamp was designed in 1963 by an English engineer, Edward Craven Walker, who sold it under the name Astro Lamp. In 1965, the Astro Lamp was brought to the USA, renamed Lava Lamp® and production took off in Chicago.

Dewey Kendall, VP of Product Solutions, said “We are delighted to add this iconic novelty lighting to our product line. We’re constantly trying to introduce new products that will enhance our customer’s redemption programs while maximizing their revenue.”

“Redemption Plus is the premiere supplier to the Family Entertainment industry and we are excited to have them as a partner,” said Larry Gutkin, CEO of Lava Lite LLC.

**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 [RedemptionPlus.com](http://RedemptionPlus.com).