

**FOR IMMEDIATE RELEASE**

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**REDEMPTION PLUS UNLEASHES THE BIG RIPPER WHOOPIE CUSHION**

People quickly catching wind of [TheBigRipper.com](http://TheBigRipper.com).

LENEXA, KS (August 3, 2009) – [Redemption Plus](http://RedemptionPlus.com), the leading provider of redemption toys, tools, and training for the family entertainment and learning center industries, has released the Big Ripper whoopie cushion and its interactive website [TheBigRipper.com](http://TheBigRipper.com).

The Big Ripper is the largest whoopie cushion of its kind, a ginormous 12 inches of unforgiving flatulence. Its retail-quality packaging makes it an eye-catching item for any redemption wall or retail store. The large explosion represented on the front symbolizes how obnoxious the blast can be. It is exclusively offered by [Redemption Plus](http://RedemptionPlus.com).

To help promote its new product, Redemption Plus has launched [TheBigRipper.com](http://TheBigRipper.com). The site pairs up 12 different characters with their corresponding, and often surprising, sound if they were to pass gas. The website is catching steam, and a lot of laughs, as people match their friends, co-workers, or even themselves with the sound they would make, if they did that sort of thing that is.

When asked where the idea came from, Barb Suter, Director of Merchandise and creator of the Big Ripper, said "I love creating fun! I wanted to take something that's already proven itself to work and then make it bigger than ever imagined. Everyone loves a good laugh, whether you're a child or adult, and this is something anyone can have fun with."

**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).