

**FOR IMMEDIATE RELEASE**

January 14, 2011



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**\$5,000 REDEMPTION PRIZE WINNER ANNOUNCED  
Hey Day Family Fun Wins Sweepstakes**

Innovative Concepts in Entertainment (ICE), the leading manufacturer of coin-operated products, and Redemption Plus, the leading provider of redemption toys, tools, and training, announce Hey Day Family Fun as winner of the **\$5,000 Redemption Prize Giveaway**.

"We are thrilled to win this wonderful prize package," said Brian Burks, Entertainment and Program Manager at Hey Day Family Fun. "This will help get our game room off to a strong start in 2011."

"This promotion is a great way to reward our customers' and their guests," said Daniel Coppola, Sales Rep of Innovative Concepts in Entertainment, Inc. "ICE is committed to helping FEC's, like Hey Day Family Fun, improve their game room performance and enhance the guest experience."

"It feels great to give back to the industry," stated Jason Kort, Marketing Director of Redemption Plus. "We are excited to help Hey Day Family Fun wow their guests with the best redemption prizes in the industry."

Family entertainment centers of all sizes from across the US registered for this industry-first promotion that ran from November 1<sup>st</sup> through December 17<sup>th</sup>, 2010.

**About Innovative Concepts in Entertainment, Inc**

[Innovative Concepts in Entertainment, Inc.](#) (ICE) has been a manufacturer of coin operated amusement, sports and skill redemption games since 1982. Today, ICE carries one of the largest, most prolific product ranges in the coin operated industry. ICE sells their products in over 50 different countries around the globe. ICE's commitment to product quality and reliability, as well as after-the-sales parts and service is unparalleled. ICE can be reached at 716.759.0370 or by email [play@icegame.com](mailto:play@icegame.com)

**About Redemption Plus**

[Redemption Plus](#) is North America's premier source for redemption toys and incentive merchandise. The company makes it easy for Family Entertainment Centers and Educational Learning Centers to deliver a positive customer experience with redemption prizes, novelty plush, crane & merchandiser kits, and party goods. A wholesale toy distributor with 15 years of trusted industry expertise, Redemption Plus provides management consulting to help customers attract and entertain guests while maximizing profitability. For more information on Redemption Plus, please visit [RedemptionPlus.com](http://RedemptionPlus.com) or call 888.564.7587.