


Redemption Revue

growing your business one smile at a time

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See us at Bowl Expo in Booth 1022 June 25-26.

Redemption Plus will be **closed on Friday, July 4.**

UPS will also not be making deliveries on this day.

To ensure you have everything you need before the busy holiday weekend, please make sure your **orders are entered by Friday, June 27.**



Lots of Popular Licensed Products!



Mr Potato Head Wash Cloth Asst
311914



Transformers Motion Alarm Carabiner
311898



Hello Kitty Projector Keychain
311900



SpongeBob Projector Keychain
311904



Jeep Flashlight Carabiner
311907



Tootsie Roll Pop Lick Counter Keychain
311909



Electronic Joke Teller Clip On
311908



Spider-Man Playground Ball 16in
311680



Pirates of the Caribbean Hoop Set
311666



Focus on the Player Drives Redemption Sales by George McAuliffe

In the Games and Redemption Operating Manual, which we provide to our consulting clients, we break the many details of operating a high powered Arcade into four broad groups we call The Fantastic Four: People, Games, Merchandise, and Atmosphere. As managers and operators, we tend to focus on the games and merchandise when evaluating our operation. Problems can occur when the games and merchandise are as far as we go, or if we fail to understand how each of the Fantastic Four relates to the other.

We can't lose sight of the real reason we are in business- to serve our customers! Knowing who they are, when they visit, and how they behave has long been basic to game selection and layout. Do we, as operators, understand the customer dynamics related to the Redemption Center?

Over the years we've learned that redemption customers tend to fall into four broad groups: Impulse, Traders, Savers, and Super Savers. Impulse players tend to spend all of their tickets, they skew younger, often attending as part of a birthday party, and spend in the \$5.00 range. Traders tend to be a little older, often play with a family member, want to win a BETTER prize, and will spend more than the Impulse player. Savers, most often teens and up, play for a CHOSEN prize and often play the same game to maximize tickets in pursuit of that prize. Super Savers are our most frequent visitors, they totally love redemption, collect tickets, think of them as money, and use them to "buy" things they need and want.

You can follow the behavior of these customers through your redemption center: Impulse players win prizes in the 0-100 tickets category, Traders 100-500 tickets, and so on. By having a good selection in the middle and upper ticket ranges we can move people up the ladder of commitment to your Game Room. If we can turn Impulse Players into Traders, Traders into Savers, and Savers into Super Savers, they will have to visit more often and play more when they visit! Sounds like increased spending and repeat visitation, keys to FEC longevity! Have a great summer season!



Expansion of our Crane & Merchandiser Line by Darren Wright

Redemption Plus has been offering a variety of Crane & Merchandiser Kits for a number of years now. Until recently, this was simply another product category that was part of the everyday standard selection. Knowing there is a significant market within the Family Entertainment Centers and with Operators for Crane & Merchandiser Kits, a re-structuring of staff took place within the Product Solutions team earlier this year.

A focused team was created to work exclusively on the creation, production, and execution of Crane & Merchandiser Kits. A new position, Kit Solutions Manager, was created and filled internally by Cheryl Wood. This is now enabling Redemption Plus to become a more reliable source for our customers' needs. One simple, and very critical, step in making this newly focused business unit successful is to build a variety of quality kits, keep them in stock, and produce enough to support sales.

The sales growth potential has a lot of 'upswing' within our current customer base as well as those we are introducing ourselves to. The Kit Solutions Team is working much closer with a number of end users to gain insights into what's working, what's not, what changes should be made to the mix, price points, etc... and it's working. Our ability to source more unique product, control pricing with special buys, build on supplier strengths, forecast, and gain feedback from our customers are all components to the current success we are seeing today.

One additional aspect not to be overlooked is quality. We are constantly reviewing the quality of the goods going into the mixes. Quality within kits means a great deal. It ranges from the name brand of products, types of materials, size of the products used in creating the mix. A great assortment of product is what makes the kits more attractive to those individuals who play, and come back to play, the Crane and Merchandiser games. The appearance of the mix needs to represent a seasonal look, themed look, or something unique that catches the customer's eye to make them stop and play.

This is only the beginning for what Redemption Plus intends to offer regarding the Crane & Merchandiser category. We are developing special programs and promotions to add excitement to what a Crane & Merchandiser kit can offer within the marketplace. And we are very excited to be *making change happen* as opposed to following the change.



" Their website is very user friendly. I like the way you can search by point value as well as dollar amount. "

***Holly Jesih
Kasaam's***

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Redemption Plus Voted Top 10 Small Business

Redemption Plus was named one of the Top 10 Small Businesses by the Greater Kansas City Chamber of Commerce! They have been recognizing the importance of small business for 22 years in what has now become the largest celebration of its kind in the United States. Candidates must be for-profit businesses headquartered in the Greater Kansas City area that have no more than 250 full-time equivalent employees; they also must have grown and/or sustained their number of employees and sales over the past three years. More importantly, each company is judged based on the philosophies of Ewing Marion Kauffman, the award's namesake; he is one of Kansas City's most well-known and admired entrepreneurs. His principles focus on a commitment to virtuous business practices, excellent employee relations, and community service. Redemption Plus was selected from a record 151 candidates and more than 1400 nominations.



Ron Hill, President of Redemption Plus, had the vision of creating a company that was a great place to work and where employees could integrate their lives. He feels very strongly that you need to give back to the community which supports you; he hopes to not only make a difference as a company, but to educate and inspire employees to do the same. He believes that Redemption Plus' strength lies in innovation and seeing solutions that let them streamline their customers' businesses. This innovation has allowed them to compete with companies much larger, while actually changing the way the industry does business. These three prevailing themes, helping their employees live richer lives, giving back to the community which supports them, and helping their customers increase their profitability, are what made Redemption Plus a Top 10 Small Business.



Printed VS Electronic Catalog

In order to best fit our customers' needs, we are asking all of you if you like receiving a printed catalog, as we have done in the past, or if you would prefer an electronic format.

With an electronic catalog, you could view your customized ticket value, as well as all of the products that never make it to the printed catalog (we currently offer almost twice as many products online!).

Please let us know your thoughts by taking our poll when you log in to your online account or let your account manager know next time you call in. We truly value your opinion!



Operating Principles

Redemption Plus seeks to be an uncommon company with which to work and be associated. In order to be considered an uncommon company, we must hold strong core values and principles. We will be judged not only on our results, but also how we go about accomplishing those results. The following represents one of the core values that anyone associated with Redemption Plus is expected to share and for which we all are held accountable.

Trust Each Other: Trust is the cornerstone of successful relationships and communication. We must be continually building and honoring trust within all interactions.



About Us

Redemption Plus is a value-added distributor of products for the family entertainment and learning centers, as well as fundraising agencies. We offer a huge selection of merchandise ranging from penny novelties to high-end electronics, plus a full line of party goods and crane & merchandiser kits. We offer the added benefit of assigning your own pre-set ticket values as well as tagging your merchandise to correspond to those values. From redemption to incentive merchandise, we'll help you find exactly what you need to help your business grow one smile at a time. Please visit our website at www.redemptionplus.com or contact us at 888-564-7587 so we may help you set up your customized account.



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