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Dittman Incentive Marketing Adds Virtual Gift Cards to Incentive Rewards Portfolio

New Brunswick, NJ -- Dittman Incentive Marketing has added virtual gift cards to the already broad array of incentive reward options they offer clients, including brand-name merchandise, travel rewards and event tickets.

“Research shows that this type of card is enormously popular with consumers. Today’s culture is increasingly about instant gratification, and virtual gift cards allow us to leverage that fact in a way that benefits our clients.” notes Dave Dittman, Executive Vice President. Individuals can redeem rewards program points for the cards, which come in different denominations and are available for major retailers including Amazon, JCPenney, L.L. Bean, Chili’s Restaurants, Lowe’s, Sports Authority, Celebrity Cruises, and more.

“Participants can order their card, have it sent to their inbox – and actually shop online with the card – all in just minutes.” Dittman notes. Most cards can also be redeemed at brick and mortar store locations either by providing a code or even by using a mobile device. Dittman adds, “People with smart phones can have some of the cards scanned at the store – right from their phone screen.”

Multiple cards can be purchased at one time, and participants can even use the card in combination with their credit card toward their purchase of choice. Many cards can also be customized with a company’s brand or program theme.

“We strive to be as innovative as possible in offering clients the kinds of incentive rewards that excite and engage their program participants and drive results,” Dittman notes. “When a person earns points that they can transform directly into taking their family out to dinner that night – it can really inspire future accomplishment.”

About Dittman Incentive Marketing

Dittman Incentive Marketing is a leading provider of incentives, rewards and recognitions programs using online software (SaaS) to help companies realize immediate ROI in motivating sales people, employees, channel partners, and customers. Our solutions include: TotalPRO® - recognition and rewards solution includes modules for peer-to-peer and manager recognition, sales incentives, referral programs, service awards, bright ideas, safety, and wellness; Great Escapes™ - individual travel incentives for sales incentives and contests with over 130 destinations; and Great Rewards™ - individual name-brand merchandise rewards. Dittman Incentive Marketing is a founding trustee of the *People Performance Forum* at Northwestern University and the Enterprise Engagement Alliance. For information: web www.dittmanincentives.com; Facebook www.facebook.com/dittmanincentives.

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