



## **RewardsNOW HIRES JEFF WEIKERT AS VICE PRESIDENT OF SALES**

**February 16, 2011** – RewardsNOW, a leader in integrated, turnkey loyalty programs for financial institutions, is pleased to announce that Jeff Weikert has joined its management team as Vice President of Sales. Mr. Weikert brings with him over 30 years in the financial services industry in a variety of executive roles.

Most recently, Mr. Weikert was Executive Vice President of Business Development at Verient, Inc. an innovative Silicon Valley start up in the “smart payments” space. Prior to Verient, he served as Senior Vice President and General Manager of the bill payment business unit at CheckFree Corp. where he was responsible for managing the business unit’s overall efforts, including sales, account management, product management, marketing and business policy serving top financial institutions in the US.

“We are thrilled to add the caliber and talent Jeff offers as part of the ever growing RewardsNOW team,” stated Steve VanFleet, President and CEO of RewardsNOW, Inc. “He is another critical addition in a string of new hires made over the past year in the areas of Sales, Marketing, IT, and Finance. Jeff will be a significant component in our drive to continue our extraordinary growth and to be the premiere loyalty program provider in the United States,” he continued.

Additionally, Mr. Weikert has worked for notable firms such as Bank of America, SunTrust and Deloitte & Touche. He earned his undergraduate degree from the University of Dayton (Ohio) and his Masters in Business Administration from Georgia State University.

About RewardsNow Inc.

RewardsNow is the premier provider of loyalty marketing services for the financial industry.

RewardsNow designs, implements, and manages turnkey direct marketing and rewards programs for all banking products from credit and debit cards, to loan, deposits, and online banking. These products and services generate incremental profits from increased member acquisition, increased product usage, and lower customer attrition rates. RewardsNow Inc. has been based in Dover, New Hampshire since 1997.