



FOR IMMEDIATE RELEASE

September 7, 2011

RewardsNOW Lands on Inc. 5000's Fastest Growing for 5th Year

- 3-year growth at +200 percent –
- 34th fastest growing in Boston-metro, 6th fastest in New Hampshire -

Dover, NH, September 7, 2011 – FOR IMMEDIATE RELEASE – RewardsNOW Inc., a turnkey loyalty marketing solutions company, has been named one of the nation's fastest growing companies on the Inc. 5000 annual list. This is the fifth consecutive year that RewardsNOW, Inc. has been recognized as one of the top growing companies in the nation ranking at 1331 with a 3-year growth rate of 216%. Among fastest growing Boston-metro companies, RewardsNOW ranked 26th and ranked 6th fastest growing in New Hampshire.

RewardsNOW continues to enhance its position as a leader in loyalty marketing and rewards programs, primarily focused on financial institutions in the past, but recently has been working in other industry sectors to provide robust, turnkey loyalty programs to non-financial clients. "We are grateful for our success with financial institutions, but it is a natural progression for the company to become involved in other industries. You don't have to be a bank or credit union to want to acquire, grow and retain your customer base. This is especially true nowadays when the consumer expects more value in exchange for their relationship with a bank or merchant...or really, any organization," said Steve VanFleet, President and CEO.

The company also announced a new sweepstakes module that can be offered as part of a loyalty program and is launching a point's purchase program this fall. VanFleet attributes some of the company's success due to ongoing product development. "Over the past year, we've launched several new products, including our own Merchant-Funded Network called ShoppingFLING, which has been a good entry point for some of our newer, non-financial clients." For financial institutions, loyalty remains just as important, he continued. "Consumers have become much savvier about banking and banking products and for a financial institution to acquire and keep customers – they must engage and reward them."

About RewardsNOW, Inc.

RewardsNOW is the premier provider of turnkey loyalty programs. RewardsNOW exclusive Extended Rewards Networksm (ERNsm) encompasses all the critical elements necessary for a loyalty program to be successful. This includes design, implementation, analysis and reporting, marketing and rewards offerings and redemptions, and 24/7/365 customer service. Loyalty programs generate incremental profits from increased customer acquisition, increased product usage, and lower customer attrition rates. For more information, visit www.rewardsnow.com

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