FOR IMMEDIATE RELEASE
January 24, 2008

CONTACT: Courtney Hunter
Sales & Marketing Coordinator
Redemption Plus
913.563.4320
chunter@redemptionplus.com

REDEMPTION PLUS BUILDS ITS CUSTOMER SUCCESS PROGRAM

LENEXA, KS (January 24, 2008) – In September of 2006, Redemption Plus kicked off its Customer Success program with industry veteran George McAuliffe, president of Pinnacle Entertainment Group. In its first 18 months, the program has proven to be a valuable asset, both to Redemption Plus customers opening their first FEC and to established centers.

Our Customer Success department provides consulting services for the Family Entertainment Center industry at large, and to our customers. We can assist with design, layout, game and attraction mix, marketing, and operations. The mission is the same for consulting clients and for Redemption Plus customers: to help them attract and entertain their guests while maximizing profitability.

Redemption Plus has recently added a Customer Success Information Section on its website (www.redemptionplus.com). Here, you can learn about our consulting services, qualifications, and find valuable articles on topics like employee communication, redemption game management, and crane and merchandiser operations, to name a few. New content is always being added to this section, so check back regularly for updates.

For more information, please contact George McAuliffe at gmcauliffe@redemptionplus.com or 913.563.4370.

About Redemption Plus

Headquartered in Lenexa, Kansas, Redemption Plus focuses on providing superior redemption and incentive merchandise for family entertainment centers, educational learning centers, and fund-raising organizations. The company's customized, value-added, 'do-whatever-it-takes' approach places client profitability as one of our top goals. Founded in 1996 by Ron Hill, Redemption Plus leads the industry with its unique inventory ordering and tracking, and its e-commerce system for managing and procuring merchandise. The company currently serves thousands of companies and organizations in North America. For more information, visit www.redemptionplus.com.

About George McAuliffe

George McAuliffe is in his 30th year of family entertainment center operations and is president of Pinnacle Entertainment Group, Inc., an industry consulting firm. He founded Pinnacle in 1996. In his career, George has operated public space entertainment centers from 20,000 to 150,000 square feet with components as varied as ice skating, bowling, major rides, children's entertainment centers, themed restaurants, and over 10,000 games. The company is known for its "Redemption as Retail" approach, developed over 22 years of redemption and crane game operations. Now part of the Redemption Plus system, it promotes methods for the merchandising of games and redemption to drive sales and maximize profits.