



INCENTIVELOGIC



CORPORATE OVERVIEW:

Incentive Logic, Inc.

Helping Companies Achieve Their Goals

Incentive Logic helps clients achieve their business goals with performance-based rewards solutions. By combining business intelligence with a next-generation software platform, Incentive Logic drives results through powerful, flexible incentive solutions that ignite performance. Its clients include Microsoft, Harris Interactive, RIM/BlackBerry, WellPoint, and 24-Hour Fitness.

Ignite Performance™

For a fire to burn its brightest, it needs more than a spark. It must be kindled. It must be tended. Otherwise, it can burn up or choke out. The same is true with people. Beyond inspiration, motivation stokes the fire leading to performance that burns brightly and continuously. A well-tended fire need never go out. Incentive Logic is an organization of people that know how to keep that fire burning not only for its clients and employees but also for the network of people involved in incentive programs.

- ◆ **Created first online, personalized rewards catalog, GiftFolioSM**
- ◆ **#1 Loyalty solution for consumer market research industry**
- ◆ **More than 20 million participants**
- ◆ **More than 3 million reward items**

Solutions

Incentive Logic helps businesses achieve their goals by motivating desired behavior and rewarding performance. Its solutions combine software tools and incentive expertise tailored to its clients' unique business goals. Incentive Logic also makes it easy

for clients to not only launch and market, but also to monitor, manage, and track incentive programs. Incentive Logic solutions come in two main categories: points programs and quick rewards.

- ◆ **Customer Loyalty**
- ◆ **Sales & Dealer Incentives**
- ◆ **Employee Recognition**
- ◆ **Business Gifts & Awards**

IGNITE Points SolutionsSM

Points-based solutions drive participation and performance over time and in smaller increments. Reports and automated e-mail alerts help clients monitor, manage, and track their programs including outstanding points.

Customer and User Loyalty

Companies use the **customerIGNITE** solution to influence or analyze customer or member behavior through points-based loyalty programs or consumer incentive promotions. Companies may choose from many options including launching promotions, online viral campaigns, and surveys.

"Our mission is to be the global leader in incentive solutions through innovations that amplify business performance."

Solution Services Include:

- ◆ Program Analysis & Design
- ◆ Marketing
- ◆ Technical Integration
- ◆ Program Management
- ◆ Support & Training
- ◆ Tracking & Reporting

Incentive Logic

7835 East McClain Drive
Scottsdale, AZ 85260
1-480-776-0800

© 2006 Incentive Logic, Inc.

Corporate Overview: Incentive Logic, Inc.

Sales and Dealer Performance

The **salesIGNITE** and **dealerIGNITE** solutions give companies an easy way to launch contests and promotions that increase direct and channel sales. Additionally, the solutions provide many options including offering spot awards, sharing leader boards, and launching promotions.

Employee Recognition

Companies use the **employeeIGNITE** solution to praise employee performance, reward service, and recognize accomplishments such as training. Companies may also include programs such as peer nominations, and safety awards.

GiftFolioSM Online Reward Catalog

GiftFolios are customizable online catalogs of rewards delivered via e-mail. When companies need to reward behavior quickly, recognize achievement, or send a business gift, they use GiftFolios. They are also part of every IGNITE Points Solution. Sending GiftFolios is a snap and redeeming them is even easier. The recipient chooses what they want and where to ship.

GiftFolio for Quick Rewards

Companies can purchase GiftFolios in blocks or singly. They come in a wide range of denominations. Incentive Logic has a selection of visual designs or can create one specifically to match a brand. Incentive Logic has GiftFolios to fit demographic and lifestyle profiles, and it can customize a GiftFolio to suit a company's needs. There are more than three million rewards from which to choose, including merchandise, travel, gift cards, and charity donations.

Expertise

The Incentive Logic team includes experts in motivational psychology, client services, and the latest web-based technology. Its integrated solutions track to a company's business goals and participant demographics to rapidly achieve measurable and sustainable results. Combined with its worldwide network of brand partners, Incentive Logic clients receive solutions that have maximum flexibility, security, and scalability over hundreds of programs and millions of participants.

History

Founded in November of 1998 as UGIVE by Roberto Guerrieri and Michael Edwards, Incentive Logic developed the GiftFolio online rewards catalog to provide web-based, customized gift catalogs for businesses. A privately held company, it launched in early 1999 and met early success landing clients such as NBC, Marriott, Business 2.0, and Intelliquest. With a change of name in 2001, Incentive Logic broadened its focus to provide full-service solutions loyalty and incentive programs for the enterprise.

With investments in infrastructure and development through 2005, Incentive Logic increased its capacity to support multiple millions of transactions and to provide the high levels of service and uptime required by clients such as Microsoft, Verizon, Bank of America, Hilton, BP, and Freescale Semiconductor.

In February 2006, having outgrown its previous facility, Incentive Logic moved into its new corporate headquarters in Scottsdale, AZ.

"With Incentive Logic, you have a partner that marries expertise in motivational psychology and technology with a worldwide network of suppliers capable of shipping more than three million brand-named items anywhere on the globe."

Competitive Strengths:

- ◆ Innovative Spirit
- ◆ Tailored Turnkey
- ◆ Enterprise Class
- ◆ Dependable Scout
- ◆ Choice Rewards
- ◆ Interlocking Relationships



INCENTIVELOGIC

Incentive Logic

7835 East McClain Drive
Scottsdale, AZ 85260
1-480-776-0800

© 2006 Incentive Logic, Inc.

