

News Release

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PMG ANNOUNCES PROMOTION OF DANIELLE LYNCH TO THE POSITION OF MANAGER, GIFT CARD PROGRAMS

LOS ANGELES, California – Patriot Marketing Group (PMG) has announced the promotion of Danielle Lynch to the newly created position of Manager, Gift Card Programs. *Engagement Strategies Rewards & Recognition e-News* magazine, a trade publication covering all aspects of the reward and recognition industry, recently carried the news regarding the promotion.

Dennis Borst, PMG President and COO, commenting on the scope of Danielle Lynch's contributions, noted that, "When Dani first joined our team more than four years ago her sole responsibility was managing the Foot Locker Gift Card Account. Since that time her role has continued to expand commensurate with her responsibilities, until now where she not only manages the Foot Locker account administration, but also the company's very important Chevrolet promotions business."

Danielle Lynch's responsibilities will also encompass gift card purchasing relationships and price negotiations with more than 50 gift card retailers, suppliers and bankcards. Her relationships with Velocity, VISA and AMEX are instrumental to the smooth flow of the Chevy programs PMG creates and administers.

Recently PMG was voted by the over 45,000 readers of *Incentive Magazine* as the "Best Gift Card Management Company in the Country" for the second consecutive year. "This award is an indication to me as to the level of respect that PMG has earned nationwide with Dani as the day-to-day contact on most of our programs," said Dennis Borst. "*Incentive Magazine's* selection of our company as the Best of the Best is a genuine tribute and reflects well on the products we provide (Foot Locker and Champs Sports GiftCards), our high level of Customer Service, our industry knowledge, our program solutions and the respect we have accrued in the industry."

About PMG

PMG is a division of U.S. International Media LLC, headquartered in Los Angeles and founded in 2004 by advertising industry innovator Dennis Holt. USIM is the most diversified, fastest growing, full-service media management company in the United States. USIM retains global presence through robust growth in 20 regional offices nationwide and across 9 countries, providing ongoing support to 41 advertising agencies and 142 accounts. Founded in July 2003, PMG provides a full line of promotional and incentive programs directed to consumers, B2B networks and employees.

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