

News Release

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PMG WINS PRESTIGIOUS 17TH ANNUAL PLATINUM PARTNERS AWARD

LOS ANGELES, California – Patriot Marketing Group (PMG) has won the Platinum Partners Award for being the best gift card provider in the incentive industry during 2009. This important prize is presented annually by Incentive magazine and is based on the voting results of the publication's readers. More than 65,000 Incentive readers had the opportunity to vote for their preferred suppliers.

PMG President and COO Dennis Borst commented that, "This is important to us in that voters come from not only our customers but from the 40,000+ Incentive readers who voted for us."

Each year for the past 16 years Incentive Magazine has polled their readers to determine who they think are the best suppliers in categories including Premiums, Travel, Software, Gift Cards and a few additional categories. "To be selected as the Best of the Best is a true honor and reflects favorably on the products we provide (Foot Locker and Champs Sports GiftCards), our high level of Customer Service, our knowledge of the industry, our program solutions and the respect we hold in the industry," said Mr. Borst. PMG has provided promotional and incentive programs directed to consumers, B2B networks and employees since 1971.

Incentive is the only publication devoted exclusively to motivation and performance improvement through the use of incentive programs and consumer promotions. Voting for the 17th annual Platinum Partners awards program was conducted exclusively online, a first for the publication. Winners in the Merchandise and Gift Card Suppliers category had to be tops in motivational appeal of the product line, customer service and speed of fulfillment and degree of promotional support and customization opportunities. PMG joins a select list of previous winners, including some of the best-known brands in the country, such as American Express Gift Cheques, Target GiftCards (SM) and Best Buy Gift Card Incentives.

Winners will be listed in Incentive's October 2009 issue. The Platinum Partners Award Ceremony and Reception, to which PMG has been invited, will take place September 30, 2009 during The Motivation Show in Chicago.

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