

"LOYALTY PROGRAM SITE INITIATED; MARKETING FIRM OFFERS COMPETITIVE EDGE"

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Eden Prairie, MN
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EDEN PRAIRIE, MN--MAY 30, 2001--One of the country's more forward thinking marketing firms, Pro/Phase Marketing, Inc. recently introduced a new and innovative loyalty incentive website for small businesses and their best customers.

Doing business as RepeatRewards, (TM), the company offers a customized and affordable loyalty program that is easy to manage and track.

Elliot B. Eskin, President and CEO of Pro/Phase Marketing said, "Most loyalty programs are designed for big corporations that take in thousands of members and have thousands of associates. A start up cost for a small business would more than likely put these loyalty programs out of reach for owners. However, RepeatRewards is tailored to meet each small business's individual goals and objectives. And at a cost the can afford." He added, "Our database can accommodate any reward structure a business chooses."

Loyalty marketing is a proven system devised to increase sales, gain the competitive edge, and to diminish customer defection. Loyalty programs have proven to generate more incremental sales. Statistically, loyalty program members spend more money per visit and shop more often than do non-members.

Eskin said that most small businesses would like to track purchases, so they can target special offers to their best customers, but don't have the capability. "Our system allows them to capture this information and this drives higher sales by up-selling and cross-selling to this special group."

"No small business operator can afford NOT to take advantage of our sophisticated marketing program," Eskin said.

For more information about RepeatRewards and their new customer loyalty program website, contact the company at 1-952-974-1100 or 1-866-876-2737, or visit the website at www.RepeatRewards.com.

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