

Upgrade Announced to Step-Up Lucrative Customer Loyalty Program – RepeatRewards® by Pro/Phase Marketing, Inc.

For Immediate Release

Date: May 24, 2011

Location: Eden Prairie, MN

Contact: Elliot Eskin

Phone: 1 (800) 969-6400 ext. 101

Email: elliott.eskin@ppmi.com

Web Address: <http://www.repeatrewards.com>

EDEN PRAIRIE, MN - MAY 24, 2011 - These days business owners are not only seeking ways to maximize their marketing campaigns for new customers, but also need to encourage customer loyalty. A company called Pro/Phase Marketing has been helping businesses do this very thing through a service called RepeatRewards®, and now announces the immediate availability of its upgrade to the program.

RepeatRewards was specifically designed for independent business owners. It enables businesses such as restaurants, retail stores, and personal service venues to build customer loyalty through various reward distribution methods like mail, web download, instant issue, and stored rewards. Businesses use the rewards program to entice customers back to their place of business again and again. Repeat customers mean repeat sales!

With the upgrade (Version 5.0), Pro/Phase Marketing is stepping up its program with innovative, real-time interaction with customers, seamless social media interfaces with Facebook and Twitter, and email marketing solutions. The company has partnered with Constant Contact® as a solution provider for email marketing. In addition to these services, the "Cent\$ible Marketing™" program will enable company owners to build loyalty through simultaneous direct mail and email marketing channels without having to implement these on their own.

"As far as I know, we are the only loyalty program provider to offer dual-marketing capabilities thus enabling our venues to use traditional mail and email for marketing purposes without having to manually segment their databases themselves," said Elliot Eskin, founder of Pro/Phase Marketing.

"The most important component to our interface," said Craig Whaley, Senior Vice President of IT and Operations, "is the capability to add tracking codes and view reports to analyze your marketing results."

Companies are experiencing record returns on investment for implementing customer loyalty programs. Why? It's much easier to keep an existing customer happy and coming back to buy more than to persuade a new customer to make a purchase. When a company builds customer loyalty through rewards, it is actually securing guaranteed future sales. Studies show that returning "rewards" customers often spend up to four times more than others during each visit!

"We want our legion of business owners to have the best possible customer loyalty program," said Elliot Eskin, "because we want to offer an affordable, easy-to-use, and effective marketing tool designed with the business owner in mind in order to gain maximum staff buy-in and thank and reward their best customers."

Pro/Phase Marketing realizes how much hard work and dedication it takes to build a reliable customer rewards program. It's a task many business owners don't have time for, while most do realize that repeat business is vital for the success of any business.

Serving clients since 1986, Pro/Phase Marketing is a respected leader in customer loyalty and direct marketing programs. RepeatRewards and Cent\$ible Marketing are either registered trademarks or trademarks of Pro/Phase Marketing, Inc. in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Pro/Phase Marketing has already upgraded all of its 800-plus locations and will begin selling its new platform immediately.

More information about these services is available at the Web address below:

<http://www.repeatrewards.com>

For an interview or more information, please contact Elliot Eskin by phone at 1 (800) 969-6400 ext. 101 or by email: elliott.eskin@ppmi.com

For sales, contact 1 (866) 876-2737 or by email: sales@repeatrewards.com

###