

For Immediate Release

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**MOTIVACTION NAMED TO THE “CMI 25” LIST
BY CORPORATE MEETINGS & INCENTIVES MAGAZINE**

[Minneapolis, MN] (September 8, 2009) – MotivAction today announced that it has been named to the “CMI 25” list of the industry's largest and most influential full-service independent meeting and incentive travel management companies focused on the corporate market. Compiled by Penton Media's *Corporate Meetings & Incentives*[®] magazine, the leading information source for the \$40 billion corporate meetings and events industry, the “CMI 25” provides an essential resource for corporate executives and meeting professionals seeking partners for outsourcing all or parts of their programs. The “CMI 25” appears in the September issue of *Corporate Meetings & Incentives* and is available on www.meetingsnet.com.

“Outsourcing of meeting and incentive travel planning has become increasingly important to Corporate America, and our “CMI 25” report is the only place meeting planning and procurement professionals can turn to for information on the buying power and capabilities of these important partners,” said Barbara Scofidio, editor of *Corporate Meetings & Incentives*. “Based on extensive research by our staff, the “CMI 25” list is a unique snapshot of the leading companies in the industry.”

The magazine’s editors selected “CMI 25” companies based on several factors, including the number of meetings and incentive travel programs managed in 2008 and the total number of room nights represented by those meetings and incentives. They also evaluated the number of full-time employees at each company, as well as the percentage of the company’s revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

“We’re honored to be named to the CMI 25 list,” said Brad Williams, MotivAction VP of Meetings and Events. “This award is a testament to our employees and their unwavering dedication to deliver world-class service.”

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, with offices in Boston and Chicago, MotivAction has been delivering meetings and events, incentives and recognition, and learning services to many FORTUNE 1000 companies for over 30 years.