

## NEWS RELEASE

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### **MotivAction Innovates and Expands Choice with SAFFIRE Rewards<sup>SM</sup>**

MINNEAPOLIS, MN -- (April 12, 2010) MotivAction—the leading innovator and provider of incentive, loyalty and recognition programs—is trailblazing again with the release of their newest technology: SAFFIRE Rewards<sup>SM</sup>.

“MotivAction is a market-driven company,” said Joe Keller, President and COO. “Our clients and program participants are asking for more choice, increased flexibility, better buying power and enhanced reporting in the platform. SAFFIRE Rewards<sup>SM</sup> is built on this foundation.”

Key features of the incentive reward system include:

- **Expanded award choice.** MotivAction pioneered the concept of choice to the incentive marketplace. In addition to a dynamic reward catalog with premier brands like kate spade™, Bose®, Movado® and Gap®, participants access millions of awards and shop directly on Amazon.com through the instant delivery of gift card reward codes. In addition, the My Reward.My Choice.™ card can be used at over 140 retail, dining and travel merchants including popular options like Home Depot, Banana Republic, Outback Steakhouse, JCPenney, Macy’s, Avis® and Marriott® Hotels & Resorts.
- **Digital downloads.** What may have motivated target audiences in the past is often viewed as passé to GenX and Millennial audiences. A growing majority of consumers, employees and sales agents are passionate and motivated by technology and media. SAFFIRE Rewards<sup>SM</sup> provides access to instant, digital and wireless content downloaded directly to the PC, Mac and Kindle.
- **Better buying power.** The incentive industry has long suffered criticism over inflated award pricing. While prices have moved closer to retail over the last decade, perceived value concerns persist because of the mounting infrastructure and investment required to simulate and maintain extremely complex retail shopping experiences. MotivAction’s approach most closely resembles retail in terms of usability, selection and pricing.
- **Enhanced Reporting.** Further strengthening the SAFFIRE Rewards<sup>SM</sup> value proposition is the dynamic reporting suite which combines dashboard reporting and the unique capability to push results to key program stakeholders via email.

MotivAction’s SAFFIRE technology is designed with choice, flexibility and simplicity in mind. Participants enjoy an incredible selection of awards, while clients have total access to data and metrics that allow them to tailor their programs for optimum results.

**About MotivAction**

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering [meetings and events](#), [incentives](#) and [recognition](#), and [learning](#) services to many FORTUNE 1000 companies for over 30 years. For more information, visit <http://www.motivaction.com>