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PARAGO ANNOUNCES ACQUISITION OF INTUITIVE GROUP INTERNATIONAL

Parago expands into a global, one-stop marketing leader offering end-to-end engagement management for consumers, sales channels and employees

Lewisville, TX, February 14, 2012 – [Parago](#), a leading provider of consumer and corporate incentives in the US, today announced the acquisition of [Intuitive Group International](#), which specializes in implementing powerful multi-channel, multi-touch global marketing programs in Europe and across the globe. Together Parago and Intuitive Group form the new Parago, an international provider of end-to-end engagement management programs for consumers, sales channels and employees.

“This acquisition pairs the United States’ leader in [consumer incentives](#) with a premiere international provider of total [channel management](#) and [employee performance](#) solutions, for a powerful combination,” said Juli Spottiswood, Parago President & CEO. “At Parago we are dedicated to continually advancing our engagement offerings, and this step will allow us to provide clients full-service programs designed to increase customer acquisition, enhance channel sales performance and reward and recognize employee performance, all from one provider. And we now offer this around the globe, with the scale and expertise that Parago is well known for.”

While Parago previously offered channel and employee programs, they were limited to US-based programs only. Intuitive Group’s robust platform includes complete channel and partner relationship management capabilities such as marketing automation, management of marketing development funds (MDF), email and direct mail, event management, campaign on demand, lead management, marketing and sales integration and campaign analytics. Additionally, Intuitive Group has a complete rewards and incentives offering that spans the globe. The employee incentive platform allows companies to improve performance, provide training incentives and reward and recognize employees.

The combination of the two incentives providers will result in a greater reach and suite of total engagement offerings, plus a client roster that includes many of the world’s leading companies, across many industries. Today, Parago provides consumer incentive and customer acquisition rewards to one out of every two US households, for several Fortune 500 companies and for some of the largest brands in America. Intuitive Group’s clients include many leading technology, telecom and financial services clients, and they deliver seven of the leading global channel management programs, servicing more than 220 countries, multiple currencies and myriad languages. Combined, the companies interact with more than 2 million channel participants around the globe, every day.

Parago will maintain the European Intuitive Group office in Reading, UK.

America's Growth Capital served as financial advisor to Intuitive Group.

About Parago

Parago is a leading provider of end-to-end engagement management programs for consumers, sales channels and employees, which deploy technology to drive better results. Parago provides services to many of the top companies around the globe. Parago has distinguished itself in the rewards-based incentives field for more than ten years by consistent reinvention of legacy approaches, introducing 27 industry firsts and receiving three patents. Parago issues more than \$2 billion dollars in rewards every year, and offers the most all-inclusive approach to turn-key consumer, channel and employee management worldwide. For more information visit www.parago.com, the [Parago blog](#) or [Twitter](#).

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