

## **NEWS RELEASE**

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### **MotivAction joins the Conference Advisory Board for the 2010 Motivation Show**

[Minneapolis, MN] (January 12, 2010) - MotivAction announced today that Joseph F. Keller, President and COO of MotivAction, will participate on the Conference Advisory Board for the 2010 Motivation Show.

The Motivation Show is the world's premier event for incentives, recognition awards, and motivational meetings and events. MotivAction is a recognized thought leader in this industry and through participation in the Conference Advisory Board will provide input and recommendations to design and deliver educational programs with meaningful and relevant content for attendees.

"I'm delighted to be included in this group of experts and help shape an event that means so much to our industry", said Keller. "In the current environment, business professionals who attend this show are looking to experts for insights that drive employee engagement, increase customer satisfaction, and impact company profitability. Through our inclusion MotivAction is committed to helping attendees justify the investment to attend.

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.