



NEWS RELEASE

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MotivAction wins the channel partner program for *Incentive Magazine's* annual Motivation Masters awards.

[Minneapolis, MN] (October 19, 2009) - MotivAction announced today that it has been named a channel partner program winner in the first annual Motivation Masters awards. Sponsored by Nielsen Business Media's *Incentive Magazine*, "These awards celebrate the most effective, most creative, and best incentive and employee engagement programs of the year, showcasing what truly great incentives look like," said Vincent Alonzo, Editor in Chief.

"Winning this award is an honor," said Brad Williams, Vice President of Meetings and Events at MotivAction. "Our employees demonstrated a total commitment to our mission—delivering results through people."

MotivAction received this award for an incentive travel program it designed and operated for a group of Russian nationals. The winning dealers traveled to the U.S. and embarked on a Caribbean cruise. Developing a travel program that tackled the language barrier, along with the stringent visa/passport requirements for Russian nationals, was essential. From translating a program website into Russian, to having Russian speaking staff and private customized shore excursions conducted in Russian, every detail was meticulously planned to ensure a once-in-a-lifetime travel experience for the winners.

As a result of the program, 60% percent of the audience qualified for the trip, resulting in a 97% increase in product sales.

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.