

NEWS RELEASE

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MOTIVACTION RECOGNIZED AS MOTIVATION MASTERS AWARD FINALIST IN SUPPORT OF THE MCKESSON MPOWER RECOGNITION AND ENGAGEMENT PROGRAM

[Minneapolis, MN] (October 4, 2010) - MotivAction announced today that it has been named one of eight finalists in the second annual Motivation Masters awards. Sponsored by Northstar Travel 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 Leo Jakobson, Senior Editor. Motivation Masters Award winners will be revealed in December.

MotivAction earned this honor for the development and support of Mpower, an employee engagement program that services over 5,000 McKesson distribution-center employees and 600 managers. McKesson employees, who exceed performance objectives, participate in safety training, or exhibit behaviors that align with company principles, receive instant recognition for their contributions. The goal of the Mpower program is to create a more engaged workforce and positively influence accuracy and productivity while decreasing employee turnover.

As a result of the program, annual Employee Opinion Survey scores have increased 13.5%, defects per million opportunities have decreased 42%, and lines per hour which measures productivity have increased 16%. In addition to the above, employee turnover has decreased by 8% with an annual retention rate of 94%.

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>