

**FOR IMMEDIATE RELEASE**

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**DPL<sup>®</sup> IS A REGISTERED TRADEMARK OF REDEMPTION PLUS**

LENEXA, KS (August 5, 2008) – Redemption Plus, a value-added distributor of redemption merchandise and management consulting for the family entertainment and learning center markets, has completed registration of the DPL<sup>®</sup> trademark with the United States Patent & Trademark Office.

Redemption Plus first introduced the DPL<sup>®</sup>, or digital packing list, in 1999, and it has now become a term used industry-wide. Through their commitment to innovating the redemption industry, they conceived a way to eliminate data entry, which would normally take hours of time, as well as expensive mistakes that can easily occur. For example, they found that many FEC's would end up redeeming items for much less than the correct ticket amount because a clerk transposed a number. The solution was to electronically send the data to the customer and the DPL<sup>®</sup> was invented. The first release, which is still in use today, sends an email to the customer which contains all of the data needed for their system.

Other digital packing lists exist in the industry, however many lack the distinguishing components that make it the DPL<sup>®</sup>. Many versions fail to list the customer's pre-determined ticket value, which then requires the user to edit each record individually. Since the DPL<sup>®</sup> was designed to automatically input this information, therefore eliminating the factor of human error, these versions defeat the purpose.

Redemption Plus has now gone a step further and re-engineered the DPL<sup>®</sup> to be one of many features that can be developed through its API (Application Protocol Interface), which allows software developers direct access to Redemption Plus' technology platform. The real time DPL<sup>®</sup> eliminates emails getting lost or going to the wrong user. In addition, the API allows the opportunity for advanced features to be designed by software companies such as looking up Redemption Plus' on hand quantities, a picture of the item, or even automatic order placement.

The DPL<sup>®</sup> and API are compatible with multiple types of redemption software such as Embed, Ideal, Sacoa, and Intercard. If you would like more information about this exclusive technology or to find out if it is compatible with your software, contact a Redemption Plus account manager at 888-564-7587.

In addition, Redemption Plus is the only redemption company that can tag merchandise with your customized ticket value and other product information such as SKU and item name. This information can then be transmitted via the DPL<sup>®</sup> and when merchandise is redeemed, the barcode is easily scanned, virtually eliminating markup and inventory errors.

As the industry evolves, Redemption Plus continues to stay ahead of the game and always offers the latest and greatest technology as part of their mission to increase their customers' profitability.

### **About Redemption Plus**

Based in Lenexa, KS, Redemption Plus specializes in providing redemption & incentive merchandise, ranging from penny novelties to high-end electronics, a complete line of party products and crane and merchandiser kits, and operations/management consulting. They combine legendary customer service with the latest in technology to create an easy and cost effective way to do business. Their team serves customers with a “do-whatever-it-takes” attitude and is empowered with the authority to satisfy every customer, every time. Their proprietary online ordering tool allows companies to customize their buying process to suit their business needs. The company caters to various market segments including Family Entertainment Centers, Educational/Learning Centers, School Carnivals and Fundraising Programs for organizations and other Commercial Business to Business sales. For more information on Redemption Plus or to view the company’s online catalog, please visit <http://www.redemptionplus.com>.