

TEXTBOOK CONVENIENCE: JITTERBOOK SELECTS PARAGO TO PROVIDE VISA® PREPAID CARDS TO STUDENTS TRADING IN TEXTBOOKS

January 25, 2010 (Campbell, CA and Lewisville, TX) – JitterBook (www.JitterBook.com), which reinvented the way that students buy and sell textbooks, has introduced one more convenience to its program. Students can now trade in books and get paid on Parago’s Visa® Prepaid Cards – furthering the convenience and ease that JitterBook offers students.

“JitterBook is based on the foundation of simplifying the way students buy and sell textbooks,” stated Eric Henze, CEO of JitterBook. “Every point of interaction is designed around the students: easy online, year-round trade-ins, free shipping – and now students can receive their funds directly onto a Visa® Prepaid Card. This is a tremendous convenience for students, enabling them to immediately access funds, as many of them do not have easy access to banking facilities on campus.”

JitterBook selected Parago to deliver the Visa® Prepaid Cards to their students because of its innovative technology and vast experience in consumer incentives and prepaid.

“The innovations that Parago is bringing to market are based on two principles: making the experience more rewarding and providing choice. Our solutions were a great fit for JitterBook’s main tenant of simplification and we are thrilled to be supporting their efforts,” stated Juli Spottiswood, Parago President and CEO.

JitterBook is available to students nationwide and offers the best textbook buyback prices available. Students are able to trade in books 365 days a year, 24 hours a day – as opposed to most campus book stores, which have a very limited window for buybacks and are highly selective about which books they will purchase.

Parago supports an extensive range of sales, channel, employee and consumer incentives for companies such as Staples, Ace Hardware, General Electric, McAfee and Hitachi, driving billions of dollars of rewards and incentives annually. Parago’s accomplishments are benchmarked not only by their innovation and effectiveness, but their industry-best client retention rate and tremendous growth.

About Parago

Parago is the innovative provider of rewards-based incentive solutions that deploy technology to drive better results from consumers, employees and sales channels. Parago provides a full range of corporate and consumer incentive programs to Fortune 500 companies. Its offerings include incentive solutions targeted at customer acquisition and retention, employee performance improvement and recognition programs and sales and channel incentives solutions. 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. For more information visit www.parago.com.

About JitterBook

JitterBook is for smart people. We created a site that is simple, light on the marketing hype and big on savings. Our goal is simple; to give the best price for your used textbooks while making the process as painless as possible. We do this by creating a site and user experience based on your needs, not ours. JitterBook is entering its seventh year in the online book business providing unparalleled service to our customers. JitterBook is located in the heart of the Silicon Valley.

###