

## FOR IMMEDIATE RELEASE

# American Express Incentive Services to Become InteliSpend Prepaid Solutions<sup>™</sup>

**St. Louis, MO (May 17, 2010)** — American Express Incentive Services, LLC (AEIS<sup>™</sup>) is now InteliSpend Prepaid Solutions, LLC. The name change came roughly three months after Maritz Holdings, Inc. purchased American Express Company's minority interest in AEIS.

"We are very excited about our new identity, InteliSpend Prepaid Solutions<sup>™</sup>," said Darryl Hutson, chief executive officer. "In the short term our clients and cardholders can expect business as usual, but this evolution also signals our expanding capability to deliver innovation. For the past 13 years, we have helped our clients manage complex, cutting-edge prepaid programs. InteliSpend is now better positioned than ever to deliver more intelligent prepaid solutions at lower costs and with greater results."

InteliSpend will offer the same American Express<sup>®</sup>-branded prepaid products and services it always has, including its patented\* DirectSpend<sup>SM</sup> product suite, which has seen 200 percent growth year over year for the past five years.

The rebranding effort blended extensive qualitative and quantitative market research with client prospects, channel partners, and employees. "Our new brand was selected because we believe it represents what sets us apart in the prepaid category," said Matt Harris, vice president, marketing. "The name InteliSpend embodies what we are—a strategic partner that is nimble, resourceful, and on the cutting edge."

"Our vision of prepaid is about more than just the card," continued Harris. "To us, our products and technology represent an evolution of the modern concept of currency. Currency that can be more versatile and more valuable to businesses and cardholders alike."

Over the next several months, the organization will roll out its new brand identity online, at select trade events, among customers and internal audiences, and through all marketing communications materials. The first advertisement breaks this week and is featured on the company website.

"Rebranding to InteliSpend Prepaid Solutions provided a refreshing opportunity to create a name that purely communicates the organization's core benefit, lending itself to a simple, yet elegant design," added Brian Elkins of Monigle Associates, a brand consulting agency based in Denver, CO, and key partner in the development of the brand strategy, name, and logo.

InteliSpend remains an independent issuer of prepaid products on the American Express<sup>®</sup> network and also an authorized seller of American Express-branded prepaid products.



Catherine McDonald  
Corporate Marketing Manager  
636-226-2039  
[catherine.mcdonald@intelispend.com](mailto:catherine.mcdonald@intelispend.com)

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### **About InteliSpend Prepaid Solutions**

InteliSpend Prepaid Solutions, an independent entity within Maritz Holdings, Inc., is an issuer and reseller of American Express-branded prepaid products. InteliSpend provides businesses with prepaid solutions including stored-value cards, online reward management technology, and program management. Its products address a broad array of applications, such as employee reward and recognition, sales incentives, expense management, and consumer promotions. InteliSpend is headquartered in Fenton, MO. and is a licensee of U.S. Patents 5,689,100 and 5,956,695 and Canadian Patent 2,215,969. For more information, please contact [Catherine.McDonald@intelispend.com](mailto:Catherine.McDonald@intelispend.com).

\* DirectSpend is protected by U.S. Patents 5,689,100 and 5,956,695 and Canada Patent 2,215,969.

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