



FOR IMMEDIATE RELEASE

CSI INTERNATIONAL, INC., LAUNCHES NEW WEBSITE

Niagara Falls, NY – December 1, 2009 The newly designed website of CSI International, Inc., launched live today over the World Wide Web. The new and improved site, www.csistars.com, offers solutions to the why and how of a constantly-evolving, continually-growing recognition sector, and provides educational topics for today's challenging work environment as it relates to and impacts performance and productivity.

"We're excited to be showcasing our recognition solutions in a concise format," says Steven Brown, President/CEO. "We designed our navigation with both clients and prospects in mind, so that each component within our suite of recognition solutions would be easy to access."

Among the features on the website are three quick access points on our Home Page. Each of these calls-to-action provide visitors with an easy way to: view our demo, enroll for a webinar, and sign up for our timely "ENews" communications. Each page also has a convenient Contact area for immediate access to our Recognition Specialists.

Visitors to the site will experience a more vibrant and integrated view of recognition. According to Jim Marsh, Managing Director STARS Performance, "Our approach is more than products and programs. Recognition as a strategy is what makes our solutions unique. If you're searching for Performance, you'll not only land on us, you'll easily find relevant information and learn how to integrate all aspects of recognition, be it for Service, Loyalty Programs, Customer Appreciation, Safety, Wellness, Quality...we cover the entire realm of recognition."

In addition to the site's technical features and easy navigation, we've included a blog to keep communication flowing in all sorts of ways. "The pros and cons of blogging are varied," quipped Mike Thrasher, President of CSI's STARS Recognition Division. "We find the feedback and interactive communication from our clients extremely helpful and essential to the success of our programs." Added Jim Drakakis, Vice President – CSI STARS Recognition Division, "Being able to "blog" within our site is very appealing and so convenient. Visitors don't need to access other communication-oriented sites to exchange comments and ideas on recognition as it relates to their specific world."

CSI has an extensive history of providing comprehensive reward solutions to the global workforce. For additional information, contact Kathy Bromer at 704-895-7216 or kathyb@csistars.com

About CSI: Offering total recognition since 1979, CSI International Inc. is the preferred source for global recognition solutions. With a presence in contiguous U. S. and abroad, our programs enable companies to immediately award their associates for service, performance and all related forms of recognition. Visit us at www.csistars.com for access to our available webinars and timely ENews topics. Meet us nationally at upcoming shows and events: SHRM, ASHHRA, and regional trade shows throughout the U.S.A.

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