

# RMS & Travel America



**NEWS:** For Immediate Release

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**RENNHACK MARKETING SERVICES, INC. AND TRAVEL AMERICA, INC. FORGE AN EXCLUSIVE PARTNERSHIP WITH TRAVELOCITY INCENTIVES TO OFFER A NEW PERK**

*Leading Providers of Merchandise-Based Customer Retention and Employee Satisfaction Programs Introduce a Brand New Incentive Solution*

**Grapevine, TX. May 28, 2009:** Rennhack Marketing Services, Inc (RMS) and Travel America, Inc. today announced that through forming an exclusive partnership with Travelocity Incentives, they now offer Travelocity hotel gift cards at less than retail value to businesses in the financial services, furniture and other industries. The cards are available in \$25, \$50 and \$100 denominations and can easily be used for customer service and employee satisfaction initiatives as well as employee reward and retention programs.

“Customers and employees love perks. In this weak economy, incentive-based programs are a cost-effective tool to help motivate employees, deepen customer loyalty and drive business results. We are proud to add another brand-name incentive to our portfolio and offer a solution that helps businesses strengthen customer retention and employee satisfaction,” said Michael Howe, President and CEO of RMS and Travel America.

The Travelocity hotel gift cards are available to consumers online and at more than 50,000 hotel locations worldwide. These cards can also be customized with a brand identity by adding a logo or a picture on the front of the card.

**About Rennhack Marketing Services, Inc. (RMS)**

Since 1976, RMS has been committed to supporting the financial services community with branded merchandise-based incentive programs that attract and retain customers. Today, the company supports banks and credit unions in all 50 states and ships about two million incentives annually. Through our unwavering commitment to customer service and quality incentives, we help deliver a measurable return on marketing spend. For additional information on RMS, visit [www.rennhack.com](http://www.rennhack.com).

**More**

**About Travel America, Inc.**

Travel America is the leader in specializing, creating and delivering intelligent, powerful and cost effective travel premiums and incentives to many industries across the United States and Canada. With our A+ rating with the BBB for excellence in customer service, Travel America has proven its commitment to clients and travelers for the last 12 years. For additional information on Travel America, visit [www.travelamerica.com](http://www.travelamerica.com).

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