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FOR IMMEDIATE RELEASE

Incentive Merchandise Fulfillment™ (IMF) Launches the Dining Advantage® Promotional Gift Card in Partnership with Entertainment® Publications.

ARLINGTON HEIGHTS, IL, July 18, 2018 – IMF, a division of The Certif-A-Gift® Company, is proud to exclusively introduce the Dining Advantage® Gift Card program, an incentive reward perfect for customer acquisition, loyalty, engagement and retention initiatives, to the promotional products industry.

Dining Advantage is a high-value, low-cost promotional gift card that provides a powerful marketing tool for businesses and a delicious reward for recipients. The card allows recipients to easily redeem a variety of restaurant saving offers from over 55,000 national, regional, and local restaurants in 10,000 cities and towns. The impressive, professional Dining Advantage® Gift Card presentation is designed to enhance any marketing or promotional business strategy, reinforce customers' branding, drive positive results, and provide promotional products agents with a highly lucrative and useful product to sell.

Andy Tobutt, CEO of the Certif-A-Gift® Company, and Steve Lemberg, CEO of Entertainment® Publications, are thrilled to introduce the Dining Advantage® program to promotional products agents. The two companies combine expertise, Certif-A-Gift® over 60 years providing incentive and recognition solutions to the promotional products industry, and Entertainment® over 55 years as the leading provider of local and national discounts throughout the U.S. and Canada, is a winning collaboration that will guarantee best-in-class service to promotional products agents and their customers.

To learn more about the Dining Advantage program and get net pricing details, contact the IMF Dining Advantage Sales Team at 1-800-545-5156 or sales@certif-a-gift.com.



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About The Certif-A-Gift Company

For more than half a century, The Certif-A-Gift® Company has devoted itself to making gift giving and receiving a pleasurable experience for all. Its personable team of representatives assists employers in developing programs that inspire productivity, engagement, and healthy competition in the workplace.

Through Certif-A-Gift®, companies can successfully motivate their employees, recognize performance, create positive work environments and reward loyalty by utilizing Incentive Point Programs and the Memorable Gift of Choice Program offering Brand Name Rewards – Recipients Choose for Themselves. To learn more, visit <http://www.Certif-A-Gift.com>.

About Entertainment

For over 55 years, Entertainment® has been America's most trusted coupon network. As the leading provider of unbeatable local and national discounts throughout the U.S. and Canada, they deliver convenient, high-value, 2-for-1 and up to 50% off coupons to consumers that enable them to stretch their dollar further and experience more for less. What started with a flagship Book, has evolved to include discounts that can be redeemed via mobile phone and online.

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