

For Immediate Release

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High Fives All Around as MTM Recognition Launches its Newest Innovation

OKLAHOMA CITY, OK June 24, 2010 - MTM Recognition, a provider of recognition solutions and manufacturer of recognition awards, today announces its newest, do-it-yourself recognition points program called HighFive™ at www.highfivepoints.com. The premise of MTM's most innovative employee engagement program is that recognition needs to be easy and timely in order to be effective. Any size company can effortlessly initiate a HighFive™ recognition program and instantly begin to recognize, encourage and reinforce positive behaviors. HighFive™ is ideal for service, safety, wellness, on-boarding or performance recognition.

The point card recognition system has limitless application whether a company is starting a new recognition strategy or enhancing an existing one. The HighFive™ brand and communication materials convey a positive celebratory message: "you did a great job"! A program administrator has the ability to personalize HighFive™ by selecting the programs, behaviors, card designs, specific point values, and even provide a personal message. The recognition point cards are available electronically or in printed form. With a pay-as-you-go feature, programs can be added at any time for any amount desired. There are no long-term commitments, time consuming setups, or administrative burdens. There are no data loads and customers pay only for the recognition points they purchase. There are no setup, administration or card printing fees.

"We know people are busy. Program owners need easy, timely, yet measurable recognition solutions that don't require a lot of setup time or administration," said Mike Ketcherside, Vice-President of Sales. "We all know gift cards are popular because they are easy, but they don't always effectively commemorate the reason for the recognition. HighFive™ takes a more personal and memorable approach and offers an additional level of security and budgeting not available with gift cards," said Ketcherside. HighFive™ has numerous benefits for the recognition recipient as well. This includes a choice catalog of gift items, a goal tracking wish list, order history, and most importantly HighFive™ captures and records individual moments worth celebrating.

MTM Recognition is headquartered in Oklahoma City, Oklahoma, creating and implementing recognition programs that celebrate achievement, reward performance, honor service, and reinforce company values. MTM offers comprehensive, meaningful, memorable recognition solutions.