

FOR IMMEDIATE RELEASE:

USMotivation Named to Second Annual 'CMI 25' List by Corporate Meetings & Incentives Magazine

ATLANTA, Ga., Sept. 8, 2008 (SEND2PRESS NEWSWIRE) -- USMotivation today announced that it has been named to the second annual "CMI 25" list of the industry's largest and most influential full-service independent meeting and incentive travel management companies focused on the corporate market. Complied by Penton Media's Corporate Meetings & Incentives(R) magazine, the leading information source for the \$40.3 billion corporate meetings and events industry, the CMI 25 provides an essential resource for corporate executives and meeting professionals seeking partners for outsourcing all or parts of their programs. The CMI 25 appears in the September issue of Corporate Meetings & Incentives and is available on [www.meetingsnet.com](http://www.meetingsnet.com).

"The CMI 25 list represents the leading companies in the industry, based on extensive research by our staff," said Barbara Scofidio, editor of Corporate Meetings & Incentives. "As outsourcing of meeting and incentive travel program planning becomes increasingly important to corporate America, the CMI 25 have become the 'go-to' service providers for executives in many sectors."

USMotivation is a full-service incentive management company specializing in incentive strategies and awards, travel and meeting services, creative communications and business analytics. For more than 45 years, USMotivation has helped companies improve performance for employees and resellers and develop successful loyalty programs for their customers.

"We are truly honored to be a member of the 'Top 25' and appreciate the significance of this award," said Dan Leong, Chief Operating Officer of USMotivation. "It is a great testament to our talented teams who create world-class and innovative programs for our clients."

The magazine's editors selected CMI 25 companies based on several factors, including the number of meetings and incentive travel programs managed in 2007 and the total number of room nights represented by those meetings and incentives. They also evaluated the number of full-time employees at each company, as well as the percentage of the company's revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

Established in 1962 and headquartered in Atlanta, GA, USMotivation is a full-service incentive management company whose core business is designing and implementing strategic incentive solutions to meet the performance improvement needs of clients nationwide. USMotivation currently employs 130 full-time associates and develops fully customized programs to help businesses maximize performance and reach their potential. USMotivation is the most award-winning incentive company in the industry.

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