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**Introducing Jackpot Rewards™:
The New Online Rewards Program with Weekly Jackpots of over \$100 Million
and a Guaranteed \$1 Million Winner Every Sunday**

*Backed by Some of the Nation's Top Business Leaders,
Jackpot Rewards™ Will Give 50 Percent of its Profits to Charity*

NEWTON, Mass. (February 20, 2008) – Jackpot Rewards™, the new online rewards program, launched today at www.JackpotRewards.com as the Web's best place to win big, save big, and give big. Jackpot Rewards provides consumers with the most cash back on online purchases, as well as exclusive deals and discounts. Members are automatically entered into three drawings every week for Jackpots of over \$100 Million, plus a \$1 Million drawing every Sunday in which a winner is guaranteed. Jackpot Rewards also gives big by donating 50 percent of its profits to children's charities.

"We're combining three things consumers are passionate about—shopping, winning, and giving," said founder and CEO Jim Miller. "Jackpot Rewards offers its members the opportunity to change their lives for the better in thousands of small but meaningful ways—or all at once in a single transformational moment. We believe that the desire to be wealthy is driven in large part by a fundamental desire to give back, and be part of something larger than ourselves. Based on this belief, Jackpot Rewards is offering people the unique opportunity to change their own lives, and change the world."

Backed by some of the nation's top business leaders and philanthropists, Jackpot Rewards raised \$16.7 Million in its series A financing. Investors include Jack Connors, founding partner and former chairman of advertising agency Hill, Holliday, Connors, Cosmopolos, Inc.; Chuck Clough, chairman and CEO, Clough Capital Partners, and former chief global investment strategist of Merrill Lynch; Tom McDonnell, chairman and CEO of DST Systems; and legendary investor Peter Lynch. Jackpot Rewards' founders and investors had the desire to create a company in which the success of the company would advance the common good, by donating 50 percent of its profits to charity.

"I have always believed in thoughtfulness. In my advertising career it guided the way I treated my clients, and on a personal level, it drives the way in which I give back to the community," said Jack Connors. "Jackpot Rewards has found a thoughtful way to give consumers what they want, and in doing so, to make a real difference in the world."



Win Big

Jackpot Rewards offers three chances a week to win Jackpots of over \$100 Million and guarantees a \$1 Million winner every week. Unlike other sweepstakes that tout large prizes but don't give the money away, Jackpot Rewards will give away a guaranteed \$1 Million every week, in addition to the chance to win Jackpots of more than \$100 Million three times a week. Also, once the Jackpot grows to \$150 Million, Jackpot Rewards guarantees a \$150 Million winner. The first \$100 Million Jackpot drawing will be held on Monday, February 25, 2008, and the first guaranteed \$1 Million Jackpot drawing will take place on Sunday, March 2, 2008.

Save Big

Jackpot Rewards is the online shopping rewards program that puts the most cash back in its members' pockets. The program's benefits include Jackpot Shopping, which features the most cash back on more than 20 million items at more than 550 of the most popular online retailers such as Apple, Barnes & Noble, Best Buy, Land's End and Target; and savings of up to 50 percent on the Deal of the Day and other exclusive deals and discounts. Members can also list up to 10 classifieds that receive priority placement at the top of every search result from more than eight million listings from across the Web.

Give Big

Jackpot Rewards gives big as a company by donating 50 percent of its profits to charities that are dedicated to improving the health, well-being, and educational opportunities of children across America and around the world. Jackpot Rewards will make its first \$1 million charitable donation this year. Founder Jim Miller has pledged to make this donation on behalf of the company as a way to demonstrate the company's dedication to these causes.

Becoming a Member

Jackpot Rewards offers a free one-week trial with complete access to all its membership benefits, including shopping discounts and deals, as well as three chances a week to win Jackpots of over \$100 Million, and the chance to enter to win the weekly guaranteed \$1 Million Jackpot. Ongoing membership is available for \$3 per week. Get ready to win big, save big—and for the company to give big at www.JackpotRewards.com.

About Jackpot Rewards

Jackpot Rewards is a new online rewards program that is the Web's best place to win big, save big, and give big. Jackpot Rewards provides consumers with the most cash back on online purchases as well as exclusive deals and discounts. Members are automatically entered into three drawings every week for Jackpots of over \$100 Million, plus a \$1 Million drawing every Sunday in which a winner is guaranteed. In addition, by joining you become part of the company's mission to advance the common good. Founded in 2007, Jackpot Rewards gives back by donating 50 percent of its profits to charities that are dedicated to improving the health, well-being, and educational opportunities of children across America and around the world. Sound too good to be true? See for yourself at www.JackpotRewards.com, where you can win big, save big, give big and *dream big*.

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