



Jackpot Rewards™ Announces Second Weekly Grand Prize Drawing Winner

Melissa Hoefel of South Dartmouth, MA Wins an 8-day Culinary Adventure in Florence Italy

NEWTON, Mass. (July 14, 2008) – Jackpot Rewards™, the most generous online rewards program, has announced that Melissa Hoefel is the lucky Grand Prize winner of an 8-day trip to Florence Italy where she will learn the secrets of Italian cooking.

She and a guest will be flown to a luxurious countryside retreat in the ancient city of Arezzo, just outside of Florence. Four of the days will feature hands-on cooking instruction by an expert chef, while the other four days will be spent experiencing first-hand the culinary secrets of northern Italy.

Ms. Hoefel learned of her prize by phone. "I didn't think they were serious when they first called but once I bumped my kids off Webkinz®, I logged on and saw my name on the site. Once I knew it was true I called my husband and he couldn't believe it either. The trip is going to be so much fun."

She actually had her husband to thank for telling her about the site. She now uses it for all of her online shopping. "When I shopped for my kids online, it was as if the membership paid for itself."

Ms. Hoefel was just one of hundreds of other winners on Sunday – over 200 Jackpot Rewards members were awarded cash prizes, including Nancy Saunders of Wellesley, MA, who won \$1,000.

In addition to offering its members multiple chances to win every week, including a chance to win \$1 million, Jackpot Rewards also provides unbeatable shopping deals at more than 550 brand-name retailers, and special extra-deep discounts on featured 'Deal of the Day' items.

About Jackpot Rewards:

Jackpot Rewards is a one-of-a-kind online, subscription-based membership program, which provides its members access to exclusive deals on sought after lifestyle products and the most cash back on over 20 million products from more than 600 leading online retailers. Jackpot Rewards members also obtain entry into an exciting, multidimensional sweepstakes that offers members three chances per week to win a Super Jackpot of \$100 million, a \$1 million jackpot every week, and hundreds of guaranteed prizes every week.

Get ready to win big and save big – learn more at www.JackpotRewards.com.