

PFI May Newsletter 2001

VacationMakers Is Your Ticket To The Best Weekend Getaway Packages Around

VacationMakers is a unique and customized collection of weekend getaway packages featuring over 325 leading luxury hotels in every major city throughout the United States. Gold, Silver and Bronze packages present three distinct pricing levels giving you and your clients the ability to create a personalized weekend to remember and stay within your budgetary requirements.

The ***Gold Collection*** is the premier level featuring over 90 world-renowned hotels. The ***Silver Collection*** offers a selection of over 100 leading hotels and the ***Bronze Collection*** includes over 150 fine hotels in every major U.S. city. All three collections offer breakfast for two and a choice of one, two or three additional amenities depending on the level.

VacationMakers Features Popular Hotels

A great escape means a great hotel and *VacationMakers* features some of the finest. Here are just a few of the favorites from the Gold Collection:

- Hyatt Regency Maui Resort
- Hyatt Fisherman's Wharf in San Francisco
- Marriott Camelback Inn Resort, Golf Club and Spa in Scottsdale, Arizona
- Marriott Vail Mountain Resort
- Marriott Harbor Beach Resort
- Paris Las Vegas Hilton
- Grand Hyatt New York

One of the most important elements of *VacationMakers* is that you can include it in any program and be confident that when it's time for participants to redeem, their travel dreams will be fulfilled. *VacationMakers* is offered with no restrictions or blackouts, participants have unrestricted access to some of the finest destinations in the country.

If personal travel awards are a must in your next incentive program, *VacationMakers* is a travel getaway package that will fit the budget, is easy to use and delivers the motivational power that will ensure success.

Internet stocks may be down, but stock in the internet is on the rise . . . at least at PFI.

It is now a widely accepted fact that the Internet is here to stay. Most companies have an official website, many conduct business-to-business transactions, and most everyone has an e-mail address.

PFI Has Embraced Web Technology

At PFI we have been actively pursuing a web-strategy to deliver more online services to support your online incentive program needs. In January of 2000 we introduced www.awardlink.com, an interactive online award catalog and ordering system. Soon after the launch we expanded the site to allow you to customize an introduction page, a rules page as well as a place to communicate important information from senior management or program updates. We also added a direct-link order tracking system that allows participants to connect directly to UPS or U.S. Post Office websites to get the most current update on their order.

Recent enhancements to www.Awardlink.com have taken the web site to new levels where PFI can now offer online enrollment of participants and direct-deposit of point earnings to online point bank accounts. Also, web-based programs can be set up so that participant can view an online point earnings summary.

The Online Award Collection Keeps Growing

The Awardlink.com online catalog features a *sampling* of our online award system. The site clearly allows online visitors to see how the awards are featured, how to scan and view award selections and how to place and track orders. ALL of our major catalogs are available for use in online programs. PFI currently is using the Deluxe Catalog, the Plateau Collection, the new Deluxe-Lite Catalog and Custom Award selections for existing online programs.

The first year has not only seen growth in the capabilities and services of the Awardlink site, it has also seen consistent growth in the number of online programs supported by PFI through the www.awardlink.com website. We currently have over 20 online programs either in operation or in the planning stages. Here is a summary of the broad range of online programs we currently support:

Industry	Application	Award Vehicle
Insurance	Sales Incentive	Deluxe-Lite
Promotional Products Manufacturer	Service Awards	Plateau Collection
Auto Insurance Co.	Sales Incentive	Deluxe Catalog
Major Soft Drink Mfcr/Bottler	Pass-thru Incentive	Plateau Collection
Financial Services	Sales Incentive	Deluxe Catalog
Plumbing Supply Manufacturer	Retail Sales Rep Incentive	View-only Deluxe Catalog

Major Intl. Drug Co.

Sales Incentive

Custom Selection

PFI plans to continue expanding its online capabilities and incentive program support services. How we expand and to what degree we expand will depend on several important factors including:

- ❖ Feedback we receive from our marketing partners and clients currently using our Internet services.
- ❖ Comments and suggestions we receive from Marketing Partners or potential partners shopping for an online incentive program provider.
- ❖ Monitoring of industry usage and trends.
- ❖ Ongoing research of overall Internet usage and trends.

WWW.What's Up With The Net

Web-based Incentive

So how IS the Internet being used in the Incentive Industry? Here is what a recent Incentive Magazine research study published on Internet usage.

How Used	Percent
Source vendors and suppliers	48%
Communicate incentive program	31%
Purchase merchandise/services	30%
Obtain information to create a program	26%
Purchase travel related items	20%
Facilitate Award Redemption	07%
Administer the program	06%

The Wider World of Internet Usage

Interesting Internet Statistics

- 25% of retail stock trades now take place on the Internet.
- 87% of print journalists are connected to the Internet.
- The estimated number of web pages, as of April, 1998: 320,000,000
- In 1998, 3.4 trillion e-mail messages were delivered to 81 million e-mail users in the United States, says a marketing firm. That's more than 6.5 million messages per minute.
- Estimated number of web users in the U.S. (May 1998): 57,037,000
- The U.S. Census Bureau is expected to be using the Internet for the census in the year 2010

Source: UPI.

According to recent Nielsen research, 23% (estimated) of people over 16 in the U.S. and Canada use the Internet.

- 66% use modem speeds - 33.6K or less
- 71% of users have not changed browsers within the past year
- 46% of all respondents have created a web page
- More than 80% of Internet users say that e-mail and the web have become indispensable technologies.
- 85% of the Internet users are using it daily.
- 25% of purchasing agents plan to increase use of the Internet for buying industrial supplies.
- The average number of dial-up customers per ISP (in the USA) is 3,450.
- 48% of employers think the Web has raised productivity.
- Number of Americans who consider the Internet "indispensable,": 20,000,000
- Difference in time spent on the Web by business users over home users: 65%
- According to the Spring 97 CommerceNet and Nielsen Media Research Study of Internet Demographics and Electronic Commerce, 71 percent of frequent Web users most often use search engines to find Web sites.
- Other methods of locating sites include recommendations from friends and relatives (9.8%), newspapers and magazines (8.5%), links from other Web sites (8.4%), television (3.6%) and printed Internet directories (3.3%).
- Approximate number of new domain name registrations: 85,000 per month.

PFI and Award Headquarters will be closed for business on the following Summer Holidays.

Memorial Day	Monday, May 28, 2001
4 th of July	Wednesday, July 4 th , 2001
Labor Day	Monday, September 3 rd , 2001