



## **ALLIED AIR PARTNERS WITH ACCENT INTERMEDIA TO LAUNCH “COOL COMFORT REWARDS” CONSUMER SALES INCENTIVE PROGRAM**

JEFFERSONVILLE, IN May 10, 2010

Allied Air, a leading manufacturer of air conditioning and heating systems, partnered with ACCENT InterMedia to launch “Cool Comfort Rewards,” a promotion that gives homeowners up to \$700 in gift cards for qualifying purchases from AirEase™ and Armstrong Air™ brands.

ACCENT InterMedia, ([www.accentintermedia.com](http://www.accentintermedia.com)), a company that specializes in gift card management and fulfillment services, developed [www.mycomfortrewards.com](http://www.mycomfortrewards.com) - a site where homeowners may redeem AirEase™ or Armstrong Air™ Rewards for their favorite gift cards from major apparel and electronic retailers and restaurants across both the US and Canada.

Sloan Black, Merchandising Manager at Allied Air commented, “When developing our rewards program, we wanted incentives that would be meaningful to the homeowner, but wanted to avoid the redemption hassles and fees associated with prepaid cards.” Black continued, “ACCENT InterMedia was referred to us by one of their other OEM clients, and we feel we hit a homerun by partnering with them for our rewards platform solution. We received the benefits of creating AirEase™ and Armstrong Air™ branded Rewards Cards, a wide gift card selection for the ultimate in homeowner choice and reduced program expense through gift card discounts.” Sloan concluded, “ACCENT’s infrastructure made it easy.”

David Schmitt, Vice President of Business Development at ACCENT InterMedia stated, “AirEase™ and Armstrong Air™ are very reputable brands, and we’re happy to be the chosen provider to support them with the Cool Comfort Rewards program.” Schmitt continued, “We work diligently to make sure every aspect of the homeowner reward experience is positive from the ease of use in our site design, to the variety in gift card redemption options and speed and accuracy in which we ship.”

The “Cool Comfort Rewards” program is in effect from April 1 through June 15, and is available through participating AirEase™ and Armstrong Air™ dealers in the U.S. and Canada.



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*Sloan Black, Merchandising Manager at Allied Air*

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### **ABOUT ACCENT INTERMEDIA**

ACCENT InterMedia partners with world-class companies to develop, market, sell and support innovative stored value products and services. ACCENT delivers unique gift card concepts and marketing strategies that maximize client profitability, while adding value and convenience for the end consumer. Headquartered in Jeffersonville, Indiana, ACCENT provides full-service capabilities in gift card strategy, escheatment, design, fulfillment, web sales integration, application design and third party distribution.

