



Kobie Marketing Ramps up for New Business with New President.

St. Petersburg, FL – June 20, 2007 – Kobie Marketing Inc., a leading [loyalty marketing](#) agency, today announced the hiring of Michael Hemsey as the company's new President. In this role, Hemsey will oversee the company's operations, business development, [IT initiatives](#), and client services, as well as the overall direction of the Kobie brand—recognized by industry experts as a leader in the convergence of loyalty marketing strategy and technology.

“We are extremely excited to add someone of Michael's caliber to [our team](#),” said Bonnie Hechtkopf, Chair of Kobie Marketing. “On top of the loyalty program implementation and management experience he brings to the table, Michael truly understands the value that loyalty marketing efforts bring to our clients. Michael was brought on board to lead the continued growth of our organization.”

“Kobie Marketing serves some of the [world's most powerful brands](#) with an innovative implementation of proprietary loyalty platform tools founded on customer analytics and strategy,” said Hemsey. “I intend to continue our history of developing coalitions and alliances, implementing B2B and B2C loyalty systems, while growing new market opportunities on behalf of our diverse client base.”

Hemsey brings a wealth of experience to his new role. Prior to joining Kobie Marketing, he spent the past 15 years cultivating a rich background in client services, product and business development, marketing, technology, and operations through several key posts. Most recently, Michael was Executive Vice President of ESC Loyalty (now TSYS Loyalty) and led the loyalty implementation and relationship management teams serving the world's largest card issuers and retailers. Prior to ESC, Michael served as Director of Product Management at Broadvision, a global enterprise software company, where he was responsible for developing and marketing the company's employee portal offering. In addition, he has held client relations and marketing leadership positions at Consumer Financial Network and Mutual of New York (MONY).

A graduate of the University of Notre Dame with a Bachelor of Arts in Government, Michael has served on the Board of Notre Dame Alumni, NJ. He is an active board member of DataComm Electronics, based in Atlanta, GA. He is also a board member of Loeffler Randall Inc, based in Brooklyn, NY.

[About Kobie Marketing:](#)

Kobie Marketing is an [award-winning](#) loyalty marketing agency with 20 years of experience in developing, implementing, and managing B2B and B2C loyalty marketing programs for a variety of industries including retail, financial services, telecommunications, and travel. Current and past clients include MBNA, Bank of America, Verizon, Lucasfilm, Barnes & Noble, Cingular, Fleet, CMI, Advanta, CBS SportsLine, Red Lobster, Sennari, Avon Products, Melitta, and American General Finance, among others.

Kobie Marketing Inc. is headquartered in St. Petersburg, Florida, with affiliate sales offices in Miami Beach, Florida and St. Paul, Minnesota. For more information, Kobie Marketing can be contacted at 800-821-7892, or via the Web at www.kobie.com

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