



PRESS RELEASE

IMMEDIATE RELEASE

Contact:

James Rendell
Tonnex International
1 Sara Grove, Tottenham
VIC, 3012
Phone: +61 3 9315 5333
<http://www.tonnex.com.au>
james@tonnex.com.au

Tonnex launch 4th year of Rewards program:

TOTTENHAM, VIC -- January 28, 2010 – This February Tonnex International will be rolling out the 4th installment of their Reseller Rewards program. Tonnex National Marketing Manager, James Rendell commenting that this year the theme will be around Escapes and Holidays. “Each year we want to bring something new to the program, something exciting for the members, so we decided that this year we would go with an Escape theme”. The new program will include a range of holidays for redemption, such as South Pacific cruises & Thailand, Cold Coast and Broome holiday packages. “We will continually be adding in new destinations and new packages” said Rendell.

Tonnex also stating that the inclusion of holiday based rewards will not be at the expense of their existing reward categories. “Every year we analyse the redemptions made by customers and determine what rewards customers want to see more of. This year we are also adding in a wider range of personal accessories such as pens, watches, cufflinks, handbags and wallets as well as expanding our appliances section to include fridges and cookware” said Rendell. Tonnex are also continuing their community section which provides members the ability to redeem items to offset their carbon emissions, help plant trees, reconnect families and help provide clean drinking water for disadvantaged communities.

Tonnex again aligning with Vendors; HP, Epson & Brother who are program sponsors for 2010. “We have partnered with Tonnex’s rewards program for the last 3 years and are very happy to continue this support. A reward’s program that motivates and adds value to the channel is valued by us.” said Heidi Webster, Brand & Marketing Manager (IT & Office Products) Brother International (Aust.)

Tonnex have approximately 1,400 members registered on the program who will receive their new rewards catalogue in the first few days of February to coincide with the launch of Reseller Rewards Escape on

February 1st. The program will continue to provide registered members with 2 reward points for every dollar they spend with Tonnex.

“We are very excited about the new program. Our research and customer feedback indicates that the program is still highly valued by customers and it continues to provide us with a great avenue for rewarding and thanking our loyal customers” said Rendell.

Registration in the program is free and anyone not currently registered can register on-line from www.tonnex.com.au or by Freecalling 1800 TONNEX for more information.

Media contact:

James Rendell

<http://www.tonnex.com.au/contactus.htm>

Phone: +61 3 9315 5333

###