

Media Release  
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### **Power2Motivate® Expanding into Asia**

In response to strong business opportunities in the reward and recognition market in Asia, Nathan Kitchner, Power2Motivate's Australian-based General Manager for Asia Pacific, is relocating to Asia. He will set up offices in Hong Kong and Vietnam to service clients across Asia and the Indian subcontinent.

High staff turnover and the war for talent are not problems limited to the west. Asian businesses - including the Asian operations of global companies - have become increasingly proactive towards improving the engagement levels and enhancing the performance of their employees, their customers and their distribution channels.

Kitchner's move to Asia is a natural progression following Power2Motivate's successful development of its single-platform, global reward and recognition solution that is now available in 31 countries and 8 languages. Although it was only launched in the Australian market 15 months ago, the platform has been in development in North America for 17 years.

"With 427 of the top Fortune 500 companies operating in the Asian region, the market potential is enormous. Many of the buying decisions for the Australian operations of global companies are made in Asian regional headquarters, so we are aligning our business closely to those of our clients," says Kitchner.

Power2Motivate expects its strategy of charging no set-up or programming fees and no monthly administration fees, allowing its clients to only pay for points awarded, will be warmly welcomed in the Asian marketplace.

Kitchner says that recent updates have made Power2Motivate the most dynamic and robust performance management system available today. Updates include Sales Central, its solution that offers 256 different ways to measure and reward sales performance; and The Training Center, a SCORM-compliant training system that rewards those who successfully complete a client's pre-existing e-learning modules.

"I believe that once Asian businesses see the Power2Motivate system, they too will understand how easy it can be to engage their employees, customers and distribution channel partners across the region and around the world," says Kitchner, who leaves Australia on October 1<sup>st</sup>.

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#### **About Power2Motivate**

Carlton Group, with its head office in Toronto, Canada, is a leading, full service performance improvement company serving the needs of Fortune 1000 clients since its beginning in 1988. In 1999, Carlton Group developed a leading edge on-line incentive management solution called IMS® which includes 3-main modules: Employee Recognition, Sales Incentives and On-line Training. With IMS as its foundation, Carlton Group introduced Power2Motivate® software in March 2007, the world's first truly *on-demand* incentive management solution. Since its introduction, the company has signed licensing agreements with companies in Canada, US, Australia, UK and Hong Kong; P2M is now available in 9 languages and 31 countries around the world. Since March 2007, Carlton and its global business partners have signed agreements with over 85 companies who have activated 125 programs. Carlton Group has the ability to deliver on both a domestic and global scale through one of the most sophisticated reward management systems in the world.

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