



## **e-Rewards Board of Directors Appoints Kurt Knapton as President and CEO**

Plano, TX – September 26, 2011 – e-Rewards, Inc. (ERI) Board of Directors today announced that Kurt Knapton has been appointed as the new President and Chief Executive Officer of the group, effective immediately.

Knapton, who helped launch the e-Rewards® Opinion Panel program in 2000, led the company’s client development and strategy efforts for eight years. He stepped down as Chief Revenue Officer of the business in February 2008 to pursue charitable service and entrepreneurial activities outside the industry, while still maintaining ties with the company in an advisory role.

“We are delighted to appoint Kurt as our President and CEO, and look forward to continued and future growth under Kurt’s leadership,” said ERI Chairman Don Carty. “Kurt is a proven innovator. His unique experience, knowledge and passion for both the industry and our business will carry the company forward in the years ahead.”

“I am very pleased to rejoin the business at such an exciting time for our company, and the data collection industry as a whole. We will remain focused on our commitment to quality and providing superior customer service, while also aggressively innovating to meet the future needs of our clients,” said CEO Kurt Knapton.

Previously, Knapton spent a decade as a management consultant, working with Booz Allen Hamilton and Accenture, and most recently serving as CEO of Abundant Energy, L.L.C., a renewable energy innovation company focused on wind and hydro technologies. He earned his MBA from Dartmouth’s Amos Tuck Graduate School of Business and was an Honors Program graduate at Baylor University, where he holds a BBA in Management and Information Systems.

### **About e-Rewards, Inc.**

e-Rewards, Inc. is a global leader in permission based digital data collection and reporting, headquartered in Plano, Texas. With over 1,200 employees worldwide, the company operates through its business units Research Now, e-Miles, Peanut Labs and Conversion Strategies. For more information, visit [www.e-rewardsinc.com](http://www.e-rewardsinc.com).

###

Press Contact:

Ashley Harlan

VP, Corporate Communications

+1 214-365-7624

aharlan@e-rewardsinc.com