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All Star Draws Crowds at Foxwoods' Holiday Marketplace

STURBRIDGE OFFICE PARK, FISKDALE, MA -- : Thousands of attendees braved harsh weather to redeem their points for merchandise from All Star Incentive Marketing, Inc. during Foxwoods Resort Casino's Holiday Marketplace held December 3-11, 2003 in Mashantucket, CT. The annual shopping extravaganza is open exclusively to Wampum Club members. The event kicked off with a two-day preview for high ranked players whereby they were invited to shop with their points prior to the doors opening for general Wampum Club members. All Star, the largest vendor invited to the event, redeemed Wampum card points for housewares, electronics, fine gifts, small appliances, toys and more. All Star continues to be the principal vendor at the Wampum Trading Post located at Foxwoods'.

One Foxwoods' Senior Retail Buyer, commented, "Actions based on recommendations from last year's event aided in our success. This year's event was longer and packaged with a new name." Allison Wooten, All Star's Director of Premium Sales, continued, "By listening to the shoppers, we've been able to make this energetic experience enjoyable for all involved."

All Star Incentive Marketing, headquartered in Sturbridge MA, is a full service Incentive House and Performance Improvement Company focused on the development, implementation, and strategic management of national and regional based incentive programs that target client sales teams, employees, customers, and prospects. All Star services also include product sourcing, customer services, marketing communications, and fulfillment. Well-known clients include Charles Schwab, Duracell, Dunkin' Donuts, Gillette, Foxwoods Resort Casino, Honeywell, and more.