

SURYA ADDS FLEXIBLE REWARD OPTIONS TO CUSTOMER LOYALTY PROGRAM

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Brand's customers can now choose to earn popular consumer reward program currencies, including airline miles and hotel points



CALHOUN, Ga. — April 3, 2014 — [Surya](#) has launched an enhanced version of its Surya Rewards customer loyalty program. The expanded program builds upon the company's existing rewards program, which provides customers with free Surya samples and displays, product discounts and other benefits as they reach key sales milestones.

With the new program – the first of its kind in the industry – customers will have a choice in how they wish to be rewarded. They can choose to earn "Surya Points," which can be redeemed for Surya products, or to accrue miles or points for their preferred frequent flier or hotel program. Alternately, they can opt to earn Gift Card Points™, which can be redeemed for a wide variety of popular retailer gift cards.

Well-received benefits of the current program, including an entry to win a trip to Surya's factory in India and donation of a Surya rug to a charitable event on the customer's behalf, will be carried over into the new program. Surya has also preserved the program's humanitarian aspect by enabling participants to donate Surya Points to feed children in India through Akshaya Patra, the world's largest NGO-run mid-day meal program.

"We are excited to provide Surya's customers with the opportunity to earn miles or points towards many of the programs that they already use on a regular basis," said Graham Farrell, president of Lift & Shift, the company who will administer the new multi-currency rewards program for Surya. "Surya is known as an innovator in the rug and home accessories industry and this unique program will provide the brand's loyal customers with an even wider range of benefits, along with a more convenient way to access those benefits."

Through an interface very similar to those found on popular consumer rewards websites, Surya's customers will be able to visit the Surya Rewards website and check their rewards account balance 24/7. They also can earn bonus points by taking advantage of special offers that will be listed on the site or sent to them in special Surya Rewards communications.

"Our customers had been telling us that they were looking for more flexibility and convenience in a rewards program and we listened," said Satya Tiwari, president, Surya. "We always strive to provide our customers with the best service possible and are pleased to be able to recognize their growth and loyalty with broader reward options that better address their needs."

For more information on the new program, visit www.suryarewards.com.

About Lift & Shift

Lift & Shift provides companies of any type with access to a unique collection of popular reward program currencies that can be used as the basis for effective customer loyalty, reward or incentive programs. The programs are designed to increase the lifetime value of existing customers by retaining them for longer periods of time and securing a larger share of their category spending (LIFT), and to attract new customers to the business (SHIFT). To learn more, visit www.lift-and-shift.com.