



Modus Furniture International | 5410 McConnell Avenue | Los Angeles, CA 90066

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**Modus Furniture International Launches
Dealer Rewards Program**

Los Angeles, CA.—July 26, 2014—[Modus Furniture International](#) will introduce a dealer reward program as part of its 20th anniversary celebration at this month’s Las Vegas Market. The new program rewards customers as they achieve key sales milestones, using a tiered level approach. Dealers begin earning rewards once they sign up for the program using the Modus Rewards website (www.modusrewards.com) and each reward level offers increasingly valuable benefits as the dealer’s spending accumulates throughout the calendar year.

With the program customers will have a choice in how they wish to be rewarded. They can choose to earn “Modus Points,” which can be redeemed for a wide variety of Modus-related product discounts, vouchers, 5-star market accommodations and other customer benefits, or to accrue miles or points for a wide selection of popular frequent flier or hotel programs. Alternately, they can opt to earn Gift Card Points™, which can be redeemed for a variety of popular retailer gift cards.

“Nothing is more valuable to us than our customer base”, said John Lannertone, Vice President of Sales at Modus Furniture International. “We are introducing this program as a way to say thank you to our dealers for their ongoing loyalty and to provide them with regular incentives to increase the scope of their relationship with Modus. This program gives us a great platform through which to give back while continuing to grow our relationships with customers throughout the Americas as well as internationally.”

Using the new Modus Rewards website, Modus dealers will be able to enroll in the reward program and select from a variety of reward currencies. Once enrolled, they will have regular opportunities to earn bonus points through special offers and limited-time promotions.

“We met with the Modus sales team at High Point last fall and they immediately embraced the value of introducing an innovative reward program for their dealer community” said Graham Farrell, President of Lift & Shift, the company who will administer the new multi-currency rewards program for Modus. “Modus has an impressive array of products and product lines; they are regularly introducing new lines and the reward program will be a great tool to help their sales team increase the scope of a customer’s purchasing across multiple or new lines; it will also be useful in helping them clear inventory when needed.”

About Modus Furniture

Modus Furniture International is the nation's leading commercial innovator in the urban furniture market. With a vision to create a family-owned and operated enterprise, the company set out in the early 1990's with a simple idea in mind: to make a difference in people's lives by providing affordable, solidly built furniture that follows the latest trends in interior design. The company has grown from a one-man operation into a thriving, internationally recognized company whose products are sold in all 50 states as well as internationally. The company offers programs for all types and sizes of retailers, including domestic warehouse, direct container and private label. To learn more, visit www.modusfurniture.com.

About Lift & Shift

Lift & Shift provides companies of any type with access to a unique combination of popular and merchant-branded 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.