



## **TJT Motivation Unveils The 2008 Taraci Collection**

New Issue Features Premier Brands for  
Incentive Marketing Programs and Corporate Gifts

**NEW YORK – Sept. 10, 2008** – TJT Motivation, a leader in incentive marketing, today unveiled the much-anticipated 2008 Taraci Collection, the ultimate incentive marketing and corporate gift guide.

“Creating a world-class incentive marketing program featuring premier brands is the most effective way to increase sales, boost employee morale and strengthen customer relations,” says Tom Taraci, CEO, TJT Motivation. “The Taraci Collection’s mission is to help companies achieve these critical business objectives.”

This year’s Taraci Collection features a variety of “how to” articles geared to helping executives create the most effective incentive marketing programs, as well as a variety of editorial features including:

- **Best-of-the-Best Motivational Products:** The Taraci Collection showcases the most-wanted new products and services making it easier than ever to start an incentive marketing program quickly and effectively.
- **Top Incentive Travel Destinations:** With travel being one of the most popular gifts in incentive traveling, The Taraci Collection selected the top ten destinations, from Lake Como to Paris to Shanghai.
- **Custom Apparel Programs:** Custom apparel is one of the new motivation gifts that many companies are including in their programs. Learn more about the top custom apparel services in The Taraci Collection.

Tom Taraci adds, “Whether you’re planning an important off-site meeting or you’re looking to find the perfect holiday gifts, this year’s Taraci Collection features an extensive corporate gift guide, as well as specialized gift guides for direct sellers, media professionals and brokers.”

The Taraci Collection is also available online at <http://www.taraci.com>. Taraci.com offers access to the entire Taraci Collection, as well as daily editorial features on hot products and services, travel destinations, as well as popular restaurants.

### **About TJT Motivation:**

Headquartered in New York, TJT Motivation is a leading incentive marketing company with over twenty-five years experience in the motivation and recognition industry. For more information, please visit <http://www.taraci.com>.

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