

## **MasterCard and shopkick Join Forces to Provide Consumers a More Rewarding Shopping Experience**

*MasterCard Cardholders Now Qualify for Increased Rewards  
Through shopkick's 'Buy & Collect' Program*

**PALO ALTO, Calif. and PURCHASE, N.Y., June 27, 2012** — Beginning today, MasterCard cardholders will have the ability to earn valuable rewards and special offers when making qualifying purchases with their linked MasterCard card at participating retailers across the United States.

In a partnership announced today, MasterCard and shopkick, the largest real-world shopping app, offer cardholders the ability to earn kicks™, a proprietary reward currency, when they link their card to shopkick's Buy & Collect program and make qualifying purchases. kicks can be redeemed for gift cards, music downloads, movie tickets or other offers.

In addition to everyday opportunities to earn kicks, consumers will receive 250 bonus kicks for each MasterCard card they link to the Buy & Collect program, for a limited time during the kickoff period.

"Our partnership with shopkick helps us continue to meet our cardholders' demand for great deals and a more 'rewarding' shopping experience," said Mario Shiliashki, group head, Emerging Payments, MasterCard. "We'll be able to help consumers maximize rewards while also supporting their interests and passions, all through the simple download of the app and linking their MasterCard card. At the same time, our merchant partners will benefit from a deeper engagement with their customers."

The MasterCard-shopkick relationship will leverage best-in-class tools and analytics to help merchants increase sales and better measure the effectiveness of their location-based marketing efforts.

"As 'showrooming' becomes more and more of a threat to physical stores, shopkick and MasterCard can help retailers retain customers by offering rewards for in-store shopping," said Cyriac Roeding, co-founder and CEO of shopkick. "Over the past nearly two years, we have expanded our partner network of retailers, brands and financial partners to create the most powerful coalition rewards program in the U.S. The addition of MasterCard significantly increases shopkick's reach and its benefits to cardholders and partner retailers."

At the core of the shopkick mobile shopping app is the patent-pending "shopkick Signal" ultra-precise location technology, which detects its presence in partner stores accurately and seamlessly, automatically crediting rewards to the right account and delivering relevant offers. Cardholders interested in maximizing their rewards earning potential need to opt-in to the Buy & Collect program, as part of a joint commitment to maintaining the highest levels of privacy and security.

Shoppers who link their MasterCard card to Buy & Collect will qualify for offers such as “spend \$40 and receive 250 kicks” at retailers such as American Eagle Outfitters, Arden B., Crate and Barrel, Old Navy, Toys“R”Us and Wet Seal.

#### **About shopkick, Inc.**

shopkick, Inc. is a Palo Alto-based startup funded by Kleiner Perkins' iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn, and investor in Facebook and Zynga. In August 2010, shopkick launched the first mobile application that hands consumers high-value rewards, offers and exclusive deals at shopkick's national retail partners simply for walking into stores and malls. Even more rewards can be earned for scanning partner brand products at over 250,000 stores nationwide. In combination with a groundbreaking new location technology called “shopkick Signal”, the app can verify location within feet, and because the detection occurs on the phone, privacy of presence information is completely in the users' control. shopkick's growing partner alliance includes American Eagle Outfitters, Best Buy, Crate and Barrel, Macy's, Old Navy, Simon Property Group, The Sports Authority, Target, Toys“R”Us, west elm, The Wet Seal, Visa, Kraft Foods, Procter & Gamble, Unilever, Intel, HP and more. shopkick is the only 100% performance-based marketing platform in the physical retail world, with measurable foot traffic and transactions at stores. The app grew to 3 million users in its first 18 months. The free shopkick app is available for the iPhone and Android.

#### **About MasterCard**

[MasterCard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a global payments and technology company. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#), join the discussion on the [Cashless Conversations Blog](#) and [subscribe](#) for the latest [news](#).

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