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## **Disney Store Joins Shopkick Mobile App to Reward Guests with In-Store Rewards for Product Interactions and Purchases**

**PASADENA & PALO ALTO, Calif. (September 19, 2012)** – Disney Store has joined shopkick, the largest real-world shopping app, to offer rewards to shoppers for interacting with products or making purchases at Disney Store locations nationwide. Disney Store shoppers can now earn “kicks™,” shopkick’s proprietary reward currency, when they link their Visa or MasterCard to shopkick’s Buy and Collect and make qualifying in-store purchases. In addition, to help users discover the best and newest products that Disney Store has to offer, shopkick will feature special rewards for scanning products at Disney Store, starting with Disney Store Halloween costumes and accessories.

Shopkick Buy & Collect rewards are available on all products at participating Disney Store locations. The more a guest purchases at Disney Store, the higher the shopkick reward:

- 1 kick per dollar
- 150 kicks for spending \$30\*
- 425 kicks for spending \$50
- 750 kicks for spending \$75

\*Post-tax total

“Our users have been asking us to bring Disney Store products into shopkick, and it’s fantastic to now add one of the leading specialty retailers to our network,” said Doug Galen, shopkick’s chief revenue officer. “We’re able to offer highly valuable rewards to shoppers for doing what they already do: interacting with and buying the Disney products they love.”

Kicks earned can be redeemed, right in the shopkick app, for gift cards, song downloads, movie tickets, Facebook Credits, donations to charity and more

Cardholders interested in maximizing their rewards earning potential will need to opt-in to the Buy & Collect program.

Shopkick is available for free on the iPhone from the App Store at [www.itunes.com/appstore/](http://www.itunes.com/appstore/) and for Android from Google Play at <https://play.google.com/store/apps/details?id=com.shopkick.app>.