

CHIEF REVENUE OFFICER “WALKS IN” TO SHOPKICK: VETERAN OF SHUTTERFLY, EBAY AND E-LOAN JOINS COMPANY BEHIND LARGEST AND FASTEST-GROWING LOCATION-BASED SHOPPING APP

Doug Galen joins shopkick to Bolster Strategic Retail Partnerships and Drive Revenue Growth

PALO ALTO, Calif., June 23, 2011 – [shopkick](#), the largest location-based shopping app, today announced Doug Galen has joined its C-Suite as Chief Revenue Officer (CRO) to lead the expanding network of retail partnerships and revenue growth. Galen brings more than 20 years of experience in building successful alliances to support corporate planning and strategy, most recently as Senior Vice President, Business and Corporate Development at Shutterfly where he was part of the core leadership team that took the company public and grew the business from 100 to 1,000 people and from \$50 million in revenue to close to \$500 million.

“We have grown at an incredible rate, quickly building the only retailer coalition rewards program in America, with 10 nationwide strategic retail partners and 1.8M users. Now it’s time to scale this retailer coalition to the next level, both in terms of the number of partner retailers and the revenue generated for our partners. Doug is the answer,” said Cyriac Roeding, co-founder and CEO of shopkick. “I believe whole-heartedly in building the best team in the business, and Doug is it for the role we need at this stage in our explosive growth: he’s grown companies by 10x in both team size and revenue. We look forward to him doing the same here.”

“shopkick is a breakthrough company that presents the rare opportunity and challenge to change entire industries using new technologies, while unlocking massive value for both consumers and retailers at the same time. I see no other mobile player in the retail world that has the trajectory and power of shopkick,” said Doug Galen, incoming Chief Revenue Officer of shopkick. “The caliber of existing retail and brand partners, the team, and shopkick’s rate of expansion are matchless. I want to come in, help accelerate the pace further, and have a key role in this retail revolution.”

Galen joins shopkick from a high-profile role at Shutterfly where, as the Senior Vice President of Business & Corporate Development, he managed high growth initiatives, created over 50 partnerships, and led mergers and acquisitions, including the most recent acquisition of TinyPrints for \$333M. Other prior roles include President of Fourth Fleet Financial, where he oversaw strategic corporate development; and Vice President & General Manager of New Ventures for eBay, where he was responsible for building and launching eight emerging business units including Tickets & Experiences and Real Estate.

Before eBay, Galen was Vice President of Sales and Business Development for E-LOAN where, as its third employee, he helped grow the company to \$150 million in revenue resulting in a successful IPO. During his tenure at E-LOAN, Galen also developed more than 70 corporate alliances, joint ventures and acquisitions.

Galen is on the Board of Directors for the Positive Coaching Alliance and an Advisor for Prosper, Abe’s Market, Adchemy, Glam Media, Centrrro, Stub Hub and the New Paradigm Broadcast Network. He earned his MBA in Real Estate & Finance and BA in Economics from University of California, Berkeley.

About shopkick (www.shopkick.com)

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 nearly 1,500 stores and malls. Even more rewards can be earned for scanning partner brand products at over 250,000 stores nationwide or checking in at more than 3 million businesses nationally. 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 Best Buy, Macy's, Target, American Eagle, Crate and Barrel, The Sports Authority, west elm, Wet Seal, Simon Property Group, Kraft Foods, Procter & Gamble, Unilever, Intel and HP. shopkick is the only 100% performance-based marketing platform in the physical retail world, with measurable foot traffic and transactions at stores. The shopkick app rose to the top of the Apple App Store and the Android Market amongst 350,000 applications, and became the largest location-based shopping app in America, after reaching 1 million users within a record six months after launch.