



## **Miami Turns Up the Heat: shopkick Launches Rewards Simply for Walking in With HP and Best Buy at Miami HEAT's Opening Game**

*Additional Partner Retailers Scheduled to Arrive in Miami before Holiday Shopping Season*

**SAN FRANCISCO, Oct. 29, 2010** -- shopkick, the location-based shopping app that rewards shoppers simply for visiting stores, arrives today in Miami. The inaugural program, in partnership with Best Buy Co., Inc. (NYSE: BBY) and HP (NYSE: HPQ) provides location-based rewards for scanning promotional materials at tonight's Miami HEAT home opener, and for scanning and purchasing HP products at select Best Buy locations in the Miami market. shopkick launched on iPhone earlier this summer, and additional partners will offer Miami residents rewards before the peak holiday shopping season.

"At tonight's HEAT game, shopkick is expanding to Miami," said shopkick Co-Founder and CEO, Cyriac Roeding. "Fans can download the app and get instant rewards at tonight's game, and, after the game and going forward, simply walk through the doors of select local Best Buy stores to start earning rewards for scanning items and buying select products. Extra big bonuses are earned if the products are from HP."

The shopkick app detects the shopkick Signal, emitted from a device located in each participating store, delivering rewards called "kickbucks" to each user. Users can also scan barcodes on products – or in this case, on special promotional materials – to collect kickbucks. kickbucks can be collected and redeemed across all partner stores for in-store gift card rewards, song downloads, Facebook Credits to play games online, magazine subscriptions, iPods, and even donations to 30 different causes and charities.

At tonight's Miami HEAT home opener, fans can go to the HP Envy Difference booth to learn how to earn rewards with the shopkick app, kicking-off a month-long promotion. Until November 29th, shopkick users can scan or buy select HP products at Best Buy to receive 25 to 4,000 kickbucks. Plus, 200 kickbucks can be earned from scanning two bar codes on the event-only flyer distributed at the HP Envy Difference booth during each of 5 Miami HEAT home games during the promotion.

"shopkick is the only mobile app that actually rewards users simply for walking into stores. Now we're adding the capability to scan barcodes of our HP products while users are at select Best Buy stores for special rewards. This is location-based shopping at its best," said HP Shopper Marketing Manager, Karen Stermitz. "shopkick allows us to directly reward shoppers for looking at or buying our featured products, and lets us work directly with key retail partners to support the success of their brick and mortar stores."

In addition to earning rewards for scanning HP products in-store, and at Miami HEAT home games, users can now be rewarded for just walking into all Best Buy stores in the Miami area, with other shopkick partners kicking off shopkick rewards in the area in the coming weeks.

The shopkick App is available for free from the App Store on iPhone or from [www.itunes.com/appstore/](http://www.itunes.com/appstore/).

**About shopkick ([www.shopkick.com](http://www.shopkick.com))**

shopkick is a new Palo Alto-based startup funded by Kleiner Perkins's iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn, and investor in Facebook and Zynga. shopkick, Inc. brings the power of the mobile internet to the retail experience. shopkick launched its mobile application CauseWorld in the United States in December 2009, in partnership with Citi, Kraft Foods and Procter & Gamble, which became the fastest-growing location-based retail app in the App Store within weeks. In August 2010, shopkick launched its flagship service by the same name, the first mobile application that hands rewards and offers to consumers simply for walking into stores and malls. In partnership with Best Buy, Macy's, American Eagle, Sports Authority and SIMON Malls, the largest mall operator in the United States, shopkick introduced its free iPhone application, and immediately reached national coverage by The New York Times, The Wall Street Journal, USA Today, ABC, NBC, CNBC, Fox, CNN, TechCrunch, Business Insider and most other major news outlets.

## **About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

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