

Micro Center Joins Shopkick Ecosystem

Engaging app content and in-store beacons reward Micro Center customers

REDWOOD CITY, Calif. – February 28, 2017 -- [Shopkick](#), the leading shopping rewards app that engages people with brands and drives in-store action, today announces the latest addition to its ecosystem through a partnership with electronics retailer Micro Center:

- 25 Micro Center stores across the country to feature Shopkick's ShopBeacons
- "Kicks" awarded to customers for variety of brand interactions, including viewing in-app content, scanning items and making purchases
- Targeted messages greet, engage and guide customers around the store with department-specific offers

"Micro Center has always been on the cutting edge of both its own technology and the technology it sells to its customers," said Bill Demas, CEO of Shopkick. "Now, we can help Micro Center extend its brand to our millions of engaged shoppers, creating a relationship that extends outside of its physical stores."

Shopkick's highly active user base, proprietary location technology and personalized app experience drive results in key business areas, including increased brand awareness, foot traffic and basket size. Pre-trip consumption of the in-app Micro Center branded content is helping to establish the company as an electronics retailer of choice. The pay for performance solution provides a unique approach and positive ROI for retailers.

The partnership with Micro Center is the latest addition to Shopkick's growing roster of retail partners. Recent additions include 1-800-Flowers, Brighton Collectibles, Fragrance Outlet and more.

About Shopkick, Inc.

Shopkick is the #1 shopping rewards app, creating an ecosystem of consumers, brands, and retailers driving value and insights for each. Some of our leading retail and brand partners include, American Eagle Outfitters, American Greetings, Best Buy, Clorox, Coty, Marshalls, Nestle, P&G, Starbucks and TJ Maxx, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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