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**OLD NAVY JOINS SHOPKICK TO BRING MOBILE REWARDS, DEALS AND OFFERS TO SHOPPERS  
AT ALL ITS NEARLY 1,000 U.S. STORES**

*Partnership Kicks Off with Exclusive \$10 Off \$40 Purchase,  
Plus shopkick Rewards for Customers Who Walk In Store During Launch Weekend*

**PALO ALTO, Calif. – November 9, 2011** – Today shopkick, the largest location-based shopping app that rewards shoppers simply for walking into stores, announced Old Navy has joined its Partner Alliance. Just in time for holiday shopping, shopkick walk-in rewards will be live in all of Old Navy's nearly 1,000 U.S. locations. To celebrate, Old Navy will offer \$10 off of a \$40 purchase plus 150 shopkick reward points for the partnership's first weekend (November 10 – 13), available exclusively through the shopkick app: [shopkick.com/oldnavy](http://shopkick.com/oldnavy).

To provide high-value rewards to shoppers actually walking-in to Old Navy stores, the shopkick app detects a shopkick signal, emitted from a patent-pending device located in each participating store and picked up by a shopper's phone's microphone. Because the store knows it's rewarding actual visitors, it then delivers rewards called "kicks," which can be collected at all participating partner store locations. Kicks are redeemed for in-store gift cards, song downloads, movie tickets, Facebook Credits, donations to 30 different causes and charities and more.

"Old Navy customers are mobile-savvy, leveraging smart phone technology and apps on a daily basis," said Kate Dickman, Senior Director, Digital Marketing at Old Navy. "Using shopkick, we're able to share our latest fashions and deals with her in a straightforward, relevant way. It's another powerful tool to help keep Old Navy top-of-mind while offering us real evidence that she's come into our store for those particular items."

Old Navy joins shopkick's ten other retail partners: American Eagle Outfitters, Best Buy, Crate and Barrel, Macy's, Simon Property Group (the nation's largest mall operator), The Sports Authority, Target, Toys"R"Us, west elm and The Wet Seal.

"On day one, Old Navy will go nationwide with shopkick, to reward its current customers as well as bring new ones into the store. Old Navy serves exactly the shopper that most benefits from shopkick: the time compressed mom who not only wants to find great deals but great products," said Doug Galen, Chief Revenue Officer, shopkick. "These shoppers want a mobile app that is easy and provides real value, and that is what we deliver: one simple app where shoppers can earn rewards anywhere and spend them everywhere."

Because shopkick is able to detect actual presence inside stores, partner retailers ensure that marketing dollars put into the shopkick program are being spent to reward customers who are actually present in the store, translating into higher value rewards for the shopper. Presence detection is something not possible with traditional location-based applications, which rely on

GPS technology that has an error radius of 50-1,000 yards on mobile phones. And, because the detection occurs on the user's mobile device, the privacy of presence information is completely under the user's control.

Now more than 4,000 individual stores across multiple retailers and 250 of the country's largest malls have fully deployed shopkick's technology. In addition, at more than 3 million other stores across America, shopkick offers smaller rewards for interacting with products from twenty brands, including Kraft Foods, Clorox, Procter & Gamble, Intel, HP and more.

Launched in August 2010, shopkick quickly became the largest location-based shopping app in America and currently has more than 2.5 million active users. The shopkick App is available for free on the iPhone from the App Store at [www.itunes.com/appstore/](http://www.itunes.com/appstore/) and on Android Market at <http://shopkick.com/android.html>.

#### **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, Simon Property Group, The Sports Authority, Target, Toys"R"Us, west elm, The Wet Seal, Kraft Foods, Procter & Gamble, Unilever, Intel, HP and The CW. 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 2.5 million users in its first 15 months. The free shopkick app is available for the iPhone and Android.

#### **About Old Navy**

Old Navy originated in 1994 and quickly became one of the world's most successful brands, offering customers the latest fashion at great prices. Today, the brand continues to offer on-trend apparel and irresistible basics for adults and children at a surprising value. And, best of all, Old Navy brings it all to customers in a fun, energizing shopping environment. To learn more, visit [www.oldnavy.com](http://www.oldnavy.com).

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