

## **Rewards for Sampling Scents; Fragrance Outlet Joins Shopkick Alliance**

Latest partner reward visits, buys and spritzes with ShopBeacon

**REDWOOD CITY, Calif., September 26, 2016** – [Shopkick](#), the indispensable app that makes everyday shopping more personal and rewarding, adds thousands of new reward opportunities through a new partnership with Fragrance Outlet. The newest shopkick partner will award “Kicks” to customers for different brand and product interactions, celebrating existing customers and attracting new ones.

“Shoppers do several things that retailers and brands love. First of all, they come to the store. They check things out – try them on, sniff them out, or otherwise peruse the merchandise. And if all goes well, they buy!” said Bill Demas, CEO of shopkick, Inc. “Shopkick is built specifically to let brands and retailers reward their shoppers – established and first timers – for those beloved behaviors, and we’re happy to help Fragrance Outlet connect more directly with their audiences.”

In Fragrance Outlet stores across the country, rewarding visits and samples will further establish its branding, offer value and inspire loyalty in a crowded category. Shopkick’s large user base, proprietary location technology and personalized app experience will help increase foot traffic and boost in-store sales to help make them the fragrance retailer of choice.

“We pride ourselves on being the leading authority on fragrances, and our stores offer the widest selection of designer perfume and fragrances at the most affordable prices,” said Scott Kanter, CEO of Fragrance Outlets. “We love helping people find and discover new scents, or save on favorites that can be prohibitively expensive elsewhere, and we think shopkick helps people find and discover new brands and retailers and to reward themselves for doing it. It’s a great fit.”

Shopkick’s partnership with Fragrance Outlet is the latest addition to a large and growing roster of retail partners, including American Eagle Outfitters, Best Buy, Macy’s, Marshalls, Micro Center, Reebok, Saks Off Fifth, TJ Maxx, and more.

Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

### **About shopkick, Inc.**

Shopkick is the #1 mobile shopping app used in physical retail stores. Shopkick creates 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, Hormel, Macy’s, Nestle, P&G, TJ Maxx, and Unilever, among others. Shopkick is available for free in the App Store and on Google Play.

### **About Fragrance Outlet**

Founded in 1990, The Fragrance Outlet, Inc. is one of the nation’s largest retailers of genuine designer fragrances and related accessories with over 100 stores. The Fragrance Outlet offers the widest selection of genuine designer fragrances, sold by knowledgeable, friendly staff at

affordable prices. They carry the most popular names in fragrance including Calvin Klein, Lacoste, Escada, Hugo Boss, Carolina Herrera, Paco Rabanne, Michael Kors, Thierry Mugler, and many other in-demand designer fragrances. Fragrance Outlet, Inc. continues to grow with expansion plans exceeding 100 stores over the next several years.

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