

If the Shoe Fits: Shopkick and Shoe Carnival Partner to Propel Engagement and Sales

REDWOOD CITY, Calif. – August 22, 2017 – [Shopkick](#), the leading shopping rewards app, today announces a new partnership with Shoe Carnival, Inc. (Nasdaq: SCVL), a leading retailer of moderately priced footwear and accessories.

“Our highly engaged users trust Shopkick to introduce them to new stores and products, with rewards all along the way,” said Bill Demas, CEO of Shopkick. “Shoe Carnival shoppers can expect unique and personalized offers leading to a deeper engagement with the retailer.”

The latest retailer to join Shopkick’s ecosystem, Shoe Carnival will leverage Shopkick’s technology to:

- **Reward Foot Traffic:** Shoppers will earn “kicks” for checking out items and making purchases in all 419 retail stores across the U.S. and in Puerto Rico
- **Keep Shoppers on their Toes:** In-app content will drive cross-category product awareness and engagement
- **Find the Right Fit:** Unique and personalized in-app lookbook content will engage and entertain consumers

“New strategies that help us connect with today’s shoppers in the ways they want to be reached – on mobile – are essential in today’s market,” said Kelsey Sheehan, Social Media and Affiliate Marketing Manager at Shoe Carnival. “Shopkick allows us connect with and attract customers to our products before they even enter our store, helping us drive engagement in the aisle and purchases at the register.”

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

About Shoe Carnival

Shoe Carnival, Inc. is one of the nation’s largest family footwear retailers, offering a broad assortment of moderately priced dress, casual and athletic footwear for men, women and children with emphasis on national and regional name brands. As of August 3, 2017, the Company operates 419 stores in 35 states and Puerto Rico, and offers online shopping at www.shoecarnival.com. Headquartered in Evansville, IN, Shoe Carnival trades on The NASDAQ Stock Market LLC under the symbol SCVL. Shoe Carnival's press releases and annual report are available on the Company's website at www.shoecarnival.com.

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