



## Simply Walk In and Win - shopkick Is Your True Love With '12 Days of Kickmas' Sweepstakes

*More than 30 Million kickbucks to Be Won Simply For Walking Into American Eagle Outfitters, Best Buy, Macy's, Sports Authority, Target And Wet Seal Stores And Simon Malls this Holiday Season*

**SAN FRANCISCO, Nov. 23, 2010** -- shopkick, the location-based shopping app that rewards shoppers simply for visiting stores, today announces "The 12 Days of Kickmas" – awarding shoppers with sweepstakes entries for a chance to win one of 12 progressive daily prize packages simply for walking in to partner retailers. Participation is simple, and no purchase is required.

Shoppers need only download the app on their iPhone or Android phone, and then each time they walk into any participating partner store they'll receive 50 entries to the sweepstakes in addition to whatever "kickbucks" the partner awards. Single entries are also accumulated with GPS-based check-ins. Partners include American Eagle Outfitters (NYSE: AEO), Best Buy (NYSE: BBY), Macy's (NYSE: M), Simon Property Group (NYSE: SPG) mall, Sports Authority, Target (NYSE: TGT) or Wet Seal store (Nasdaq: WTSLA) in many regions nationwide including Los Angeles, San Diego, and San Francisco, Calif; Miami, Fla; Chicago, Ill; Minneapolis, Minn.; and Dallas and Houston, Texas.

The entry period kicks off on Black Friday (November 26, 2010) and ends on Christmas Eve (December 24, 2010), so go shopping early and often. In total, thousands of prizes will be awarded during the 12 Days of Kickmas – culminating in a Grand Prize of 4,250,000 kickbucks. In total, 31,250,000 kickbucks will be handed out as prizes, so thousands of people will be able to redeem their winnings for prizes ranging from song downloads or magazine subscriptions to the big prize of a flat screen TV, a new winter wardrobe, skis and gear, and more.

"Imagine you walk into a store this holiday shopping season, and the second you walk in, you are not only welcomed and rewarded by your shopkick app... you might also win enough kickbucks for a game console, or an entire new wardrobe, or a golf club set, or a remodeled living room," said shopkick Co-Founder and CEO, Cyriac Roeding. "These are the 12 Days of Kickmas. With 7 blue chip partners on-board, shoppers can think of us as the eight mobile reindeer bringing loads of holiday cheer, in the form of millions and millions of kickbucks. Together, we'll brighten the season for thousands of people this holiday."

The shopkick app detects the shopkick Signal, emitted from a device located in each participating store, and delivers rewards called "kickbucks" to each user when they walk into participating stores. As a special from Black Friday through Christmas Eve, each user will also receive 50 entries to The 12 Days of Kickmas sweepstakes, for the chance to win thousands, and in some cases, millions of kickbucks. kickbucks can be 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.

"From Macy's Thanksgiving Day Parade to tree lightings and festive events around the country, Macy's is synonymous with the holiday season," said Martine Reardon, Macy's Executive Vice President of

Marketing and Advertising. "This year, the 12 Days of Kickmas takes the holiday shopping excitement to the mobile age with location-based rewards and prize opportunities. Because shopkick can tell who actually visits our stores, we're able to provide benefits and unique programs like this to thousands of people we know walked through a Macy's door."

#### The 12 Days of Kickmas – What Shoppers Can Win!

Imagine, accumulating hundreds of entries to the 12 Days of Kickmas going through the traditional shopping season. Swing through Target to pick up ornaments – 50 entries; head to Sports Authority for stocking stuffers – 50 more; and more throughout your shopping trip, with no purchase necessary in any participating stores. Then, on the 12th Day of Christmas, as the Grand Prize winner, someone will have millions of kickbucks awarded simply for having walked into participating stores. Official rules will go live with the contest at: <http://www.shopkick.com/sweepstakes>.

That's potentially good for the sample list below, or for millions of other combos of products from partner stores:

- \* Twelve drums for drumming (Best Buy)
- \* Eleven denim jeggings (AE, Target, Wet Seal)
- \* Ten snowboards boarding (Sports Authority)
- \* Nine outfits dancing (AE, Macy's, Target, Wet Seal, Simon malls)
- \* Eight dresses silky (Macy's, Target, Wet Seal)
- \* Seven suits for swimming (Macy's, Sports Authority)
- \* Six games for playing (Best Buy, Sports Authority, Target)
- \* Fiiiiiiiiiiiiive golden rings (Macy's)
- \* Four calling phones (Target, Best Buy)
- \* Three French presses (Target, Macy's)
- \* Two fur gloves (Macy's)
- \* And a big shiny new flatscreen TV (Best Buy, Target)

#### Why Partners are Excited to Gift Shoppers

American Eagle: "It is about immediacy this Holiday – which shopkick and 12 Days of Kickmas delivers. We continue to be excited about shopkick – so much that we've decided to install it in more than one hundred fifty additional stores in time for peak Holiday shopping," said Michael Dupuis, Vice President, Marketing and Operations at American Eagle Outfitters Direct.

Best Buy: "Our Best Buy Blue Shirts and Geek Squad Agents help consumers every day use technology to connect in their lives," said Matthew Smith, vice president, customer relationship marketing, Best Buy. "That same technology - such as smart phones - can improve their shopping experiences. The opportunity to deliver rewards to consumers while they shop in store is a compelling proposition, and shopkick is a great example of how we are experimenting with ways to deliver new experiences."

Sports Authority: "Imagine waking up on after the holiday season to a giant pool of kickbucks worth new skis for the whole family, or workout gear to last you through your New Year's Resolution. Magic!" said Sean Collins, SVP Marketing, Strategy, & Business Development for The Sports Authority.

Target: "At Target, we recognize our guests are connected through a multitude of mobile and social networking technologies," said Steve Eastman, president, Target.com. "Innovative mobile applications, like shopkick, provide a fun and engaging way for our guests to connect with Target now and during the holiday season, while earning valuable rewards which can be easily redeemed for future in-store purchases."

Wet Seal: "A lot of our customers come for outfits for a holiday party or school party, or to help a friend get the perfect look for a big date," said Ed Thomas, acting Chief Executive Officer of Wet Seal. "Just by walking into Wet Seal with the shopkick app, a customer could wake up one morning to find they've got more kickbacks to spend than they could have imagined. We love adding that excitement to our customers' shopping experience."

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

### **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 Property Group, 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. The free shopkick app is available for the iPhone and Android.

###