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FOR IMMEDIATE RELEASE**CVS/pharmacy Joins Shopkick as Inaugural Retail Pharmacy Partner,
Offering Exclusive Rewards and More in New Bay Area Pilot**

CVS/pharmacy Steps Up Mobile Marketing Strategy to Add Value to Shoppers

PALO ALTO, Calif. (August 14, 2012) – shopkick, the largest real-world shopping app that rewards shoppers for walking into stores and interacting with products, and CVS/pharmacy, the nation's leading retail pharmacy and one of the 10 largest U.S. retailers overall, today roll out a first-ever offering of walk-in and other rewards at a retail pharmacy. The program kicks off with a special offer, kicking \$5 back to shoppers who visit participating CVS/pharmacy locations with the shopkick app.

“The CVS/pharmacy partnership with shopkick is another exciting step in our ongoing efforts to expand our mobile capabilities for our digitally-minded customers,” said Rob Price, Chief Marketing Officer for CVS/pharmacy. “We’re looking forward to working with shopkick and to delivering on our goal of creating the most personalized and accessible shopping experience for our customers.”

CVS/pharmacy customers will receive shopkick’s cross-retail currency “kicks” simply for walking in to one of 150 stores throughout the San Francisco Bay Area, and will receive special offers and opportunities to interact with partner brands throughout their shopping experience. To make the trip even *more* valuable, CVS/pharmacy customers will receive additional kicks when they make a purchase with a MasterCard or Visa card through shopkick’s “Buy & Collect” program.

CVS/pharmacy customers can now also redeem kicks for CVS/pharmacy gift cards in the shopkick Rewards Mall.

“Adding CVS/pharmacy is a big addition for shopkick users since many CVS/pharmacy customers typically shop several times per week, whether picking up a prescription or shopping for other household or beauty needs. Now customers can earn even more ‘kicks’ rewards for those visits and purchases,” said Doug Galen, shopkick’s chief revenue officer. “CVS/pharmacy is the latest top player in shopkick’s rapidly expanding Partner Alliance. It’s incredibly innovative for the category, and we’re thrilled to have CVS/pharmacy on board.”

To provide high-value rewards to shoppers actually walking-in 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 smartphone handset. Because the store is focused on rewarding actual visitors, it then delivers “kicks” via the app, 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 charities and more.

Because shopkick is able to accurately detect actual presence inside participating stores, partner retailers ensure that marketing dollars put into the shopkick program are being spent to reward customers who are physically present in the store, translating into higher value rewards for the shopper.

Launched in August 2010, shopkick quickly became the largest location-based shopping app in America. Now more than 7,000 individual stores across multiple retailers and 300 of the country's largest malls have fully deployed shopkick's technology. In addition, at more than 250,000 other stores across America, shopkick offers smaller rewards for interacting with products from brand partners. Even more rewards can be earned for making purchases at participating partner retailers through shopkick's Buy & Collect program.

Shopkick is available for free on the iPhone from the App Store at www.itunes.com/appstore/ and for Android from Google Play at <https://play.google.com/store/apps/details?id=com.shopkick.app>.

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About CVS/pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is America's leading retail pharmacy with more than 7,300 CVS/pharmacy and Longs Drug stores. CVS/pharmacy is reinventing pharmacy to help people on their path to better health by providing the most accessible and personalized expertise, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at <http://info.cvscaremark.com/>.

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, ExxonMobil, Macy's, MasterCard, Old Navy, Simon Property Group, The Sports Authority, Target, Toys"R"Us, west elm, The Wet Seal, Visa, Procter & Gamble, Kraft Foods, Disney, Revlon, Unilever, Levi's, Intel, HP and more. 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 3 million users in its first 18 months. The free shopkick app is available for the iPhone and Android.

