

Shopkick Adds Direct In-App Purchasing & More to Become the Ultimate Shopping Companion Across the Physical and Digital Shopping Worlds

Using shopkick's new app, shoppers can be inspired with themed content, stay organized with personalized product "books," and get rewarded for everyday shopping activities

REDWOOD CITY, Calif. (July 23, 2013) – [Shopkick](#), the ultimate shopping companion that inspires, organizes *and* rewards, today announced key app capabilities that provide new ways to discover and buy products, and earn rewards. Now, in addition to browsing the most liked products across favorite retailers and getting rewarded just for walking into physical stores, users can make purchases directly in the app from more than 30 popular stores, and earn more rewards for doing so. Favorite items can now also be saved into customizable "books", a collection of products that can be organized by any category.

On the go, in the store, and at home, the shopkick app lets shoppers:

- Browse themed product books that illustrate the current season's hottest products from stores they love
- Save favorite items into customized books, complete with a personal cover photo
- Make purchases directly in the shopkick app from stores like Target, Macy's, Best Buy, Old Navy, Anthropologie, Banana Republic, Gymboree, Bath & Body Works, Urban Outfitters and more
- "Like" favorite items and be automatically reminded of them upon walking into a store where they're sold – the first time an app has been able to do this
- Connect with others of similar taste to discover and share products from their product books
- Earn rewards for everyday shopping actions like store visits, product interactions and select purchases, in-store and now in-app too

"Shopping happens when you feel like it – whether in the store, at home on the couch, or on the train to work. We want to make sure shopkick is there, wherever and whenever, to make shopping more fun and rewarding," said Cyriac Roeding, CEO and co-founder of shopkick. "We combined shopkick's in-store functionality with curated product books and the ability to earn kicks for buying right in the app to make every type of shopping experience better."

"American Eagle was one of the launch partners of shopkick three years ago. We joined early because we found their vision for the intersection of mobile and physical stores compelling, and we have seen great returns from that vision," said Joe Megibow, SVP & GM of Omni-Channel eCommerce at American Eagle Outfitters. "With this new shopkick version, we are pleased to see them continue to extend that vision in a very consumer-centric way. We are now able to meet the consumer desire for kicks not only in the American Eagle stores, but anywhere our customers may be via shopkick and our mobile commerce."

Shopkick provides high-value rewards, in a currency called "kicks", to shoppers for a variety of actions they take as they go about shopping: being present in stores, browsing and interacting with products, purchases at participating retail stores, and now also right within the app. Shoppers can redeem kicks to treat themselves with store gift cards, a free coffee or dinner, Coach handbags, song downloads, movie tickets, donations to charity and more.

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>.

About shopkick, Inc.

The shopkick app is the ultimate shopping companion that inspires, organizes and rewards. At home or on the go, browse through in-app “books” to be inspired by timely, themed visual content that highlights distinctive products often hidden in the aisles and racks of popular stores. Create personal, customized lookbooks to organize products of interest and “like” items to be reminded next time you visit a store where they’re sold. Connect with others of similar taste to discover and share coveted items. All this while earning rewards along the way for everyday shopping actions like store visits, product interactions and purchases.

In 2013, Nielsen rated shopkick the most widely and often used real-world shopping app, ahead of any physical retailers’ apps. Shopkick’s growing Partner Alliance includes American Eagle Outfitters, Best Buy, Crate and Barrel, ExxonMobil, Macy’s, MasterCard, Old Navy, Simon Property Group, Sony, The Sports Authority, Target, Visa, Procter & Gamble, Kraft Foods, Revlon, Unilever, Levi’s, Intel, HP and more. The Redwood City-based startup is funded by Kleiner Perkins’ iFund, Greylock Partners and Reid Hoffman, founder of LinkedIn, and investor in Facebook and Zynga. The World Economic Forum (WEF) named shopkick a Technology Pioneer 2013, an honor previously given to Google, Twitter, and Wikipedia.

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