

## **Macy's and Shopkick Instantly Launch Mobile Rewards Nationwide**

*All 800+ Macy's Locations Now Feature shopkick's Valuable Rewards and Offers;  
Full Nationwide Rollout Instantly Activated Via a First-time Execution with Mood Media*

**PALO ALTO, Calif. (July 18, 2012)** – shopkick, the largest location-based shopping app that rewards shoppers for walking into stores and interacting with products, and Macy's (NYSE:M), one of the nation's premier retailers – and shopkick's inaugural partner, today announce a full national rollout of the application. Beginning today, customers can earn rewards, in shopkick's cross-retail currency of "kicks", just for walking in to more than 800 Macy's stores nationwide, and instantly receive exciting exclusive deals and offers.

The entire rollout was made possible through a first-time execution with Mood Media Corporation (TSX:MM/ LSE AIM:MM), the world's leading in-store media solutions provider. Through its existing Mood Media audio system, Macy's was able to instantly activate the patent-pending "shopkick Signal," allowing shopkick users nationwide to start receiving rewards and offers.

"At Macy's, we're dedicated to being an omnichannel innovator, so our customers can always benefit from the latest and greatest technology. We were one of shopkick's inaugural partners, initially offering this innovative application in select markets in 2010," said Martine Reardon, Macy's chief marketing officer. "With this national roll-out less than two years later, we are continuing to bolster mobile efforts that enhance the shopping experience in our stores while creating an immediate and personal interaction with our customers."

The national expansion brings shopkick from five regions during Macy's initial launch in 2010 to the full footprint of more than 800, adding more than 50 new markets to the program.

"As the anchor store to hundreds of shopping centers, downtowns and destination malls across the country, Macy's is in many ways the ultimate retailer," said Doug Galen, Chief Revenue Officer, shopkick. "Macy's was among the first to truly embrace mobile as the future, and its rapid expansion of shopkick will no doubt have a positive impact for all partner retailers, because where there's a Macy's, there are shoppers."

"We're thrilled to be able to offer shopkick to our clients. Now they can seamlessly join the largest location-based rewards program to increase foot traffic and shopper engagement in-store while getting exposure to the millions of people that use shopkick to earn valuable rewards," said Mark Elfenbein, Chief Business Development Officer, Mood Media Corporation. "We've developed a technique that requires little more than approval from the retailer and then it can be live with shopkick in no time."

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 250 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/](http://www.itunes.com/appstore/) and on Android Market at <http://shopkick.com/android.html>.

### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks<sup>®</sup> and the Macy's Thanksgiving Day Parade<sup>®</sup>, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit its online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).

### **About Mood Media Corporation**

Mood Media Corporation (TSX:MM/ LSE AIM:MM), named Canada's fastest growing company by PROFIT Magazine is a leading in-store media specialist that helps its clients communicate with consumers with a view to driving incremental sales at the point-of-purchase.

Mood Media Corporation works with 580,000 commercial locations in over 40 countries throughout North America, Europe, Asia and Australia.

Through its subsidiaries, Mood Media Corporation's products and services reach 100 million people every day in a broad client base including more than 850 U.S. and international brands in diverse market sectors that include: retail, from fashion to financial services; hospitality, from hotels to health spas; and food retail, including restaurants, bars, quick-serve and fast casual dining.

For further information about Mood Media, please visit [www.moodmedia.com](http://www.moodmedia.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, Macy's, Old Navy, Simon Property Group, The Sports Authority, Target, Toys"R"Us, west elm, The Wet Seal, Visa, Kraft Foods, Procter & Gamble, Unilever, 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.

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