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SHOPKICK BRINGS EDITORIAL EXPERTISE FROM *INSTYLE* TO OVER TWO MILLION USERS IN ITS FIRST COLLABORATION WITH A FASHION MAGAZINE

InStyle “Shop By Color” Virtual Pop-Up Store Now Available On shopkick In Conjunction with *InStyle*’s September Issue

PALO ALTO, Calif. – August 17, 2011 – shopkick, the largest location-based shopping app that rewards users for walking into stores with deals and offers, announced a partnership with *InStyle*, the world’s leading luxury fashion and beauty magazine. As shopkick’s first media content partner, *InStyle* will extend the magazine’s content to shoppers on their smartphones. shopkick’s more than two million active users will have access to a “Shop By Color” virtual Pop-Up Store on shopkick. “Shop By Color” will offer users product recommendations and styling tips.

“*InStyle*’s readers love the magazine because it makes high fashion accessible,” said Ariel Foxman, *InStyle* Editor. “Our partnership with shopkick is particularly exciting because it allows *InStyle* to do this immediately on site, with over two million active shoppers in store. This partnership is innovative, exclusive and best of all, really fun.”

“The *InStyle* audience is our audience. They are shoppers looking for the right stylish products,” said Cyriac Roeding, the co-founder of shopkick. “And they’re smart shoppers, armed with smartphones – the only interactive medium they take with them when they’re out making purchasing decisions. *InStyle*’s unique content will bring valuable guidance to our users, whether they are in-store contemplating a purchase or browsing through the latest trends.”

The shopkick App is available for free on the iPhone from the App Store at www.itunes.com/appstore/ and on Android Market at <http://shopkick.com/android.html>

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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 Best Buy, Macy’s, Target, American Eagle, Crate & Barrel, The Sports Authority, Wet Seal, West Elm, Simon Property Group, Kraft Foods, Procter & Gamble, Unilever, Intel, HP and The CW. 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 2 million users in its first 11 months. The free shopkick app is available for the iPhone and Android.

