

**Contact:**  
Martha Shaughnessy  
Atomic PR for shopkick  
[shopkick@atomicpr.com](mailto:shopkick@atomicpr.com)  
415.593.1400

**Shopkick Announces First Supermarket Partnership and Mobile Rewards for  
Buying Specific Brands And Products**

*Kraft Foods, Procter & Gamble and Unilever Join the shopkick Alliance to Provide Instant  
Rewards at All 228 Giant Eagle locations*

**PALO ALTO, Calif. –October 10, 2011** – shopkick, the largest location-based shopping app with over 2 million U.S. users, today announces its first supermarket partner with a game-changing mobile marketing technology called kickbuys™ at Giant Eagle. Kickbuys™ are the first ever rewards for *buying specific* products or *specific* brands at supermarkets. Procter & Gamble (NYSE: PG), Kraft Foods (NYSE: KFT) and Unilever (NYSE: UL) are the partner brands at launch.

Shoppers simply buy featured items from these brands, as shown on the shopkick app, at any of Giant Eagle’s 228 supermarkets to collect “kicks” – shopkick’s reward currency. These can then be redeemed for tangible items such as gift cards at many shopkick retail partners, song downloads, movie tickets, travel vouchers, Facebook Credits to play games online, donations to 30 different causes and charities and more.

At any Giant Eagle supermarket, shopkick users can now collect thousands of kicks for buying featured products from many of the world’s leading brands.

“We believe that shopkick’s location-based shopping app is a valuable addition to our growing array of mobile customer offerings, led by our Giant Eagle app and eOffers digital coupon program,” said Rob Borella, Giant Eagle spokesperson. “Much like our fuelperks! and foodperks! customer loyalty programs, kickbuys are another unique way for customers to be rewarded for choosing to shop in our stores.”

“Now, on your regular trip to the supermarket, you can collect so many kicks during the errand that you can download a Target, Macy’s or iTunes gift card, all directly on your smartphone,” said **Error! Reference source not found.**, CEO and co-founder of shopkick, Inc.

kickbuys are offered immediately in the latest version of the shopkick app. After downloading the app, shoppers simply enter their Giant Eagle Advantage Card number once, and from then on, are ready to be rewarded for purchasing specific products that they choose in the app. The rewards are earned once the participating products are purchased with the Giant Eagle Advantage Card at checkout . The users are notified when the applicable kicks are credited in their shopkick accounts within 2-24 hours.

Here is what shopkick Alliance brand partners are saying:

- “For retailers, shopkick made huge impact by detecting actual in-store presence,” said Sonny Jandial, Associate Marketing Director, P&G FutureWorks Silicon Valley. “For

brands, they've now done the same: rewards tied to the confirmed purchase of our specific products. This is a major breakthrough for mobile applications. For example, a shopper purchasing Crest Whitestrips at a participating retailer will earn 1,000 kicks – which is enough to redeem immediately for a gift certificate in the shopkick Rewards Mall.”

- “This is what brands have been dreaming of for years,” said Ed Kaczmarek, Director of Innovation at Kraft Foods. “We have always hoped that we could almost instantly reward consumers for buying our specific products at a grocery store, and even interactively via their smartphones. shopkick is creating a dynamic mobile loyalty program, which is of great value for brands like ours. This is a unique opportunity to increase engagement with our consumers, further deepening their interaction with our brands.”

Shopkick is on an impressive growth trajectory. The company has more than 2,100,000 active users only eleven months after its launch, over half of whom are women, the majority of them moms, and 49 percent of whom fall in the 25-39 year old age range; the ideal target for brands and retailers. shopkick is the first program to reward shoppers simply for *walking* into partner retailers, that currently includes more than 2,700 select Target, Best Buy, Macy's, American Eagle Outfitters, Crate & Barrel, Sports Authority, Wet Seal, West Elm and Simon Property Group locations. Users can earn additional rewards for *scanning* the barcodes of featured products from brand partners, which include HP and Intel in addition to those mentioned above. Now, shopkick users can also collect kicks for the actual *purchase* of specific products.

The shopkick app 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>.

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#### **About shopkick ([www.shopkick.com](http://www.shopkick.com))**

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 and HP. 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 1,000,000 users in its first six months.

shopkick was named one of *The Wall Street Journal's* Top 10 Apps of 2010, and one of the world's Top 10 Most Innovative Companies in Retail by *Fast Company*. shopkick has been covered continuously 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.