



SHOPKICK EXTENDS PARTNERSHIP WITH SPORTS AUTHORITY NATIONWIDE

Shoppers can use shopkick's shopping app at all Sports Authority locations

REDWOOD CITY, CA, DECEMBER 19, 2013 – [Shopkick](#), the most widely used real-world shopping app, today announced it has partnered with [Sports Authority](#), one of the largest full-line sporting goods retailers in the United States. All shopkick users will earn “kicks” just for walking in, browsing special offers throughout the store, scanning products and making purchases at Sports Authority store locations. To celebrate the launch, Sports Authority and shopkick will offer double or more “kicks” simply for visiting a store location on Wednesday, December 18.

“We offer simple solutions for retailers to adopt,” said Cyriac Roeding, CEO and co-founder of shopkick. “We understand how to drive incremental change for our retail partners while creating the ultimate shopping experience. By combining the latest technology with a great consumer app, we help shoppers discover products they will love. We’re excited to scale national with Sports Authority after proving the value shopkick brings.”

With 16 retail and more than 150 brand partners, shopkick’s network is the only one in which multiple retailers use the same currency to offer rewards. Shopkick ensures that consumers shopping within the network browse, visit, interact and purchase more than the average shopper. When the network increases “kicks,” consumers respond. For retailers, this means shopkick brings more informed shoppers to the store. For brand manufacturers, shopkick provides better, more frequent ways to connect with shoppers, letting them influence and inspire the intent to shop throughout the path to purchase.

“We are excited to partner with shopkick nationwide,” said Mike E. Foss, Chief Executive Officer of Sports Authority. “Their innovative application engages our customers in a new and compelling way, offering added benefit to shop at Sports Authority.”

Shopkick delivers 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, and purchasing at participating retail stores as well as 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 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>.

For more information about Sports Authority, please visit www.sportsauthority.com.

About shopkick, Inc.

The shopkick app is the ultimate shopping companion that inspires, organizes and rewards. At home or on the go, browse through themed “books” to be inspired by the latest fashion trends or products often hidden in the aisles and racks of popular stores. “Like” items anywhere you want, 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, picking up products at stores, 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, JCPenney, Macy’s, MasterCard, Old Navy, Simon Property Group, Sony, The Sports Authority, Target, Visa, Procter & Gamble, Kraft Foods, Revlon, Unilever, Pepsi, Levi’s, 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. The World Economic Forum (WEF) named shopkick a Technology Pioneer 2013, an honor previously given to Google, Twitter, and Wikipedia.

About Sports Authority

Headquartered in Englewood, CO, Sports Authority is one of the nation’s largest full-line sporting goods retailers with more than 475 locations across 43 states. Sports Authority offers a broad range of sporting goods from leading brands and is the active family’s destination for footwear, apparel, fitness, team sports and outdoor recreation. The League by Sports Authority, a free and easy rewards program, offers members 5% back after they spend \$100 or more during a quarterly period. For a list of store locations and information, or to shop online, visit <http://www.sportsauthority.com>. Sports Authority also owns and operates ten S.A. Elite by Sports Authority locations that offer a premiere assortment of high-end performance apparel, footwear and accessories. Visit www.saelite.com for more information. Follow Sports Authority on Facebook (<http://facebook.com/SportsAuthority>) and Twitter (<http://twitter.com/SportsAuthority>).

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