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**MARKETING MAESTRO BEHIND DISNEY PRINCESSES AND NIKE CMO  
FROM ITS 'JUST DO IT' ERA JOINS SHOPKICK BOARD OF DIRECTORS**

*Andy Mooney, Proven Leader and Innovator, Joins shopkick's Retail Revolution*

**PALO ALTO, Calif., March 29, 2012** – shopkick, the largest location-based shopping app that rewards shoppers simply for walking into stores and interacting with products, today welcomes Andy Mooney, former Chairman of Disney Consumer Products and CMO of Nike, to its Board of Directors, joining Reid Hoffman, founder of LinkedIn and Greylock partner; and Matt Murphy, partner at Kleiner Perkins Caufield & Byers and manager of its iFund. Mooney brings decades of experience in exactly the area where shopkick plays: the recreation and revolution of retail and brands. The match – in terms of innovation, vision, experience and passion – is exceptional.

“shopkick is out to revolutionize retailing. How many companies can claim that? The premise that drives shopkick is that mobile technology can be the winning ingredient for offline retail, instead of a threat as it's often painted,” said Mooney. “shopkick's success to-date with shoppers, retailers, *and* brands shows that they are doing it right. Combine that with their top investors Kleiner Perkins and Reid Hoffman, and you have an extremely potent mix.”

Most recently Chairman of Disney Consumer Products (DCP) overseeing Disney's worldwide licensing, publishing and retail businesses, Mooney's 11-year tenure saw revenues triple from \$12 billion in retail sales to \$36 billion. His team revolutionized Disney's licensing business, re-invented the Disney Stores, and created two of Disney's largest franchises: Disney Princess and Fairies. Disney operates 400 retail stores globally and Disney Store's innovative new store design has won numerous awards.

Before Disney, Mooney enjoyed a 20-year career with Nike, including as CMO in the U.S. In that position, he collaborated with Weiden & Kennedy to develop the iconic advertising campaigns 'Just Do It,' 'Bo Knows' with Bo Jackson, and many more.

“We were looking for someone who is extraordinarily creative and has a proven track record with the best retailers and brands,” said Cyriac Roeding, co-founder and CEO of shopkick. “There is no one better suited than Andy, and we're thrilled to have him on board. We predict more change in retail in the next 5 years than we've seen in the past 100, and adding a Board member of Andy's experience to the team of experts we've built in-house will be invaluable in securing shopkick's position right in the middle of the change.”

Shopkick has created an unparalleled alliance of retail and brand partners – working with over 40 global brands, 11 national retailers and several media entities spanning categories from grocery to fashion to electronics and beyond. With more than 3 million current active users, shopkick drove over 5 million walk-ins and 12 million product scans, 1 billion in-app offer views, as well as more than \$110 million in-store revenue for partner retailers and brands in 2011.

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 the microphone of a shopper's phone. Because the retail partner knows it is rewarding actual visitors, it then delivers rewards called "kicks," 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 30 different causes and charities and more. Because shopkick is able to detect actual presence inside stores, partner retailers ensure that marketing dollars put into the shopkick program are being spent to reward customers who are actually present in the store, translating into higher value rewards for the shopper. Presence detection is something not possible with traditional location-based applications, which rely on GPS technology that has a typical error radius of 500 yards on mobile phones. And, because the detection occurs on the user's mobile device, the privacy of presence information is completely under the user's control.

Launched in August 2010, shopkick quickly became the largest location-based shopping app in America. The 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> .

#### **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.