



For Immediate Release

Press Contacts:

YOU Technology
Susan Lehman
(510) 832-6006
susan@rockpointpr.com

YOU Technology Announces Major Digital Coupon Milestone: 150 Million Downloads

Growth in deployment of YOU Technology Digital Coupon solutions creates largest retail digital coupon network reaching more than 100 million households through retailers with over 5,000 retail stores nationwide

San Francisco, CA – March 30, 2011 – YOU Technology, a leader in digital coupons and promotions, today announced that more than 150 million coupons have been downloaded to shopper cards—a significant milestone in the growing customer use of the company’s digital coupon solutions. YOU Technology is the largest digital coupon network provider, with solution deployment that now reaches more than 100 million households that are served by retailers with over 5,000 retail stores nationwide. Of the top U.S. supermarket chains, as identified by Supermarket News, YOU Technology customers account for 36 percent of overall retail stores and 46 percent of dollar grocery sales as reported by those retailers.

As retailers and brands have continued to choose YOU Technology to power their digital coupon, electronic proof of purchase, and shopper marketing programs, the company has seen extensive growth in the network of retailers and brands reaching their consumers through this new promotional channel. YOU Technology’s aggregated digital coupon retail network includes retailers, brands, and digital coupon content partners such as News America, AOL Shortcuts, and Cellfire.

“The investments we’ve made in innovative technology, consumer convenience, and aggregating coupon content are making all the difference as this new digital promotional vehicle takes off,” said Ken Fenyo, CEO of YOU Technology. “Our customers are now expanding basic digital coupons to mobile and social media channels, and integrating digital coupons into themed events at retail that enable more brand collaboration.”

The growth experienced by YOU Technology mirrors recent industry research. According to a 2010 study reported in *The Hub Magazine* in its March 2011 issue, for example, digital coupons have a greater impact on shopper spending than print-at-home coupons primarily because they are easier to use, are completely paperless, and open new mobile channels for the consumer. In the research, [shoppers confirmed spending far more than planned with mobile and load-to-card coupons than they do with print-at-home coupons](#). Specifically, 49 percent of those surveyed said they spend more than they’d planned with mobile coupons and 36 percent spend more with load-to-card coupons. Only 25 percent spend more with print-at-home coupons – about the same as store emails.

About YOU Technology

YOU Technology is a digital marketing company that revolutionizes the way brands and retailers impact consumer purchase decisions online, in-store, and on-the-go. Customers such as Kroger, Dr Pepper Snapple Group, and Unilever use the YOU Technology uConnect Digital Marketing Platform and services for digital coupons, interactive promotions, and end-to-end loyalty

programs. YOU Technology offers its customers flexible quick-start options and performance-based pricing that make it easy to get started. Learn more about YOU Technology at www.you.net.

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