



Press Release

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Associated Wholesale Grocers selects YOU Technology for new loyalty platform and paperless digital coupon solutions

Cornerstone solution in AWG's new Customer Relationship Marketing program provides the most advanced marketing technology in affordable and turnkey solutions to enhance loyalty marketing and drive incremental sales for member stores.

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News

- YOU Technology, a leading innovator in personalized marketing solutions, today announced that Associated Wholesale Grocers has selected YOU Technology as digital technology provider of record for AWG's new Customer Relationship Marketing Program. AWG, with more than \$7B in annual sales, serves over 1900 member stores.
- Strategic partnership makes the most modern marketing technology available to AWG's member stores, in a solution that is both affordable and easy to implement – even for smaller chains or single stores. AWG's Customer Relationship Marketing Program will integrate and analyze participating stores' POS data to provide rich shopper insights, drive incremental sales, manage customer loyalty programs, and execute strategic marketing programs online, in-store, and on the go.
- The new program will give AWG members advanced capabilities that are among the strongest in the market, allowing them to better compete with larger supermarket chains and big box retailers. AWG is offering retailers two service plan options: the full YOU Technology personalized marketing suite, components of which can be implemented and scaled as needed, or a plan limited to the YOU Technology uCoupon Paperless Digital Coupon solution that allows retailers to capitalize on this quickly emerging trend.
- Founded in 1926, AWG is the second-largest retailer-owned grocery wholesaler in the U.S., with over 1900 member stores across 23 states.
- Central to AWG's decision was the need for affordability, value, and ease for their retail partners.

The Benefits

- AWG member stores that leverage the full YOU Technology marketing platform will benefit from:
 - i) POS integration across the multiple platforms currently in use, to power loyalty programs and capture critical shopper transaction data
 - ii) A full-service loyalty platform that includes automating fuel rewards
 - iii) Paperless coupon solutions (with or without loyalty cards) to reach younger families and consumers who typically do not use paper coupons with a broad range of content aggregated from leading third-party coupon providers and CPGs
 - iv) Support for executing simple or complex promotions that can deliver offers in real time and across multiple channels including in-lane receipt messaging, email, mobile, and web

- v) Rich shopper behavioral analytics and reporting, providing insights to drive better marketing and merchandising decisions
- Shoppers at AWG retailers will benefit from more relevant promotions, targeted to them based on their preferences, via multiple channels of choice including mobile, web, and email
- Brand CPGs will benefit from increased trade marketing ROI by having a central point of contact, better coordinated national programs executed at the local level, and more shopper-specific, targeted trade marketing programs

Supporting quotes

- “We’re delighted to be working with AWG to help them advance the use of personalized marketing across their membership,” said YOU Technology CEO Ken Fenyo. “Our customers have seen the impact in sales lift and marketing effectiveness that loyalty programs, paperless couponing, and shopper insights can have, and we look forward to delivering a whole new level of capabilities to AWG stores.”

About YOU Technology

YOU Technology revolutionizes the way brands and retailers connect with consumers by delivering personalized communications in real-time and across a range of media. Customers such as Kroger, DrPepperSnapple Group, Unilever, and General Mills use the YOU Technology Personalization Suite for paperless digital coupon marketing, 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 with personalized marketing.

About Associated Wholesale Grocers

Associated Wholesale Grocers is a retailer-owned cooperative serving member stores with a complete assortment of grocery, fresh meat, fresh produce, specialty foods, health care, and general merchandise items. Through an extensive distribution network and eight distribution centers, AWG and its subsidiaries deliver to over 2200 retail outlets in 23 states. AWG also provides its retail members – most of them family-owned businesses – with assistance in establishing a strategic position in their marketplace that builds upon their unique strengths.

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