



For Immediate Release

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YOU Technology Extends Social Media Capability to Support Group Buying Daily Deal Sites

Retailers now able to reach and support increasing volume of shoppers using social media deal sites such as Aisle50, Groupon, and Living Social when planning grocery shopping trips

San Francisco, CA – October 26, 2011 – YOU Technology, the industry leader in digital coupons and promotions, today announced new social networking capabilities that make it possible for retailers to reach the growing volume of shoppers using social media for offers and couponing. Along with these new capabilities, the company also announced a partnership with Aisle50 to let shoppers download and digitally redeem daily deals on groceries at participating YOU Technology retailers, including Lowes Foods.

An extension of the company's leading digital coupon technology platform, the new social media solutions provide vital retail POS integration capabilities that deliver the following benefits:

- Enables retailers to connect seamlessly to fast growing deal of the day and other social couponing services
- Helps retailers drive sales by managing and processing e-commerce product transactions that occur via daily deal sites and are redeemed in their store
- Connects the shopper's retail loyalty card directly with the daily deal site to provide greater shopper convenience and to guarantee daily deal product offers are redeemed in the specific retailer's stores
- Reduces costs for retailers by providing a single integration point that eliminates the need to create one-off integrations with hundreds of social media coupon providers
- Reduces the risk of coupon fraud for retailers and manufacturers by limiting multiple offer redemption by the same consumer
- Provides product limit controls at POS that enable manufacturers to more easily launch, monitor, and cap product trials, improving predictability and limiting financial exposure resulting from discounting
- Provides built-in compliance with U.S. gift card laws dealing with expiration and redemption which is critical for manufacturers

"Clearly the benefits of tapping into new social, mobile, and digital channels to drive business are becoming enormous," said Ken Fenyo, CEO of YOU Technology. "By continuing to extend our digital coupon platform with these new social media enhancements, we're giving retailers and manufacturers powerful new ways to reach their consumers."

The new capabilities announced today by YOU Technology are available immediately as a standard component of the company's digital coupon platform.

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. Learn more about YOU Technology at www.you.net.

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