

YOU Technology loyalty platform chosen to serve 17 million Japanese households

Japan Green Stamp Company, LTD. selects YOU's personalized marketing platform to expand that nation's number one loyalty program, putting new shopper data insights and promotional power into the hands of thousands of Japanese retailers, and improving convenience and cost savings for shoppers

SAN FRANCISCO, CA – June 9, 2010 YOU Technology, a leading innovator in personalized marketing solutions, today announced a significant agreement with the Japan Green Stamp Company, LTD. (JGS) that will enable the company to extend its thriving business as the number one loyalty program in Japan. After an extensive review of strategic options and partners, JGS selected YOU Technology's uEngage loyalty solution to enable the company's move to a more dynamic all-digital rewards platform that will bring personalized marketing to a whole new level.

News Detail:

- Japan Green Stamp Company, LTD., founded in 1961, operates Japan's most widespread, successful loyalty program, serving more than 17 million of the estimated 49 million Japanese households (approximately 35% of the market) and approximately 23,000 retail stores throughout Japan.
- Improving service to valued customers has become essential for Japanese retailers. Competition for Japanese consumers is intense. Research suggests that among Japan's shoppers, approximately 70% base their choice of retail venue on high service levels.
- As part of a strategic move to help retailers drive more sales and improve shopper convenience, the company selected YOU Technology's uEngage end-to-end personalized marketing platform and services to connect loyalty programs with POS data, shopper behavior insights, and offers. This will allow JGS to better serve its retail customers by increasing convenience, savings, and consumer satisfaction. Special promotions can be better targeted based on shopper preferences and purchase history, and merchandising decisions can be made with greater insights.

Making the Most Successful Japanese Loyalty Program Better

- Today, the Japan Green Stamp system is based on loyalty cards with semi-personalized offers printed in-lane at checkout. As the shopper spends, that shopper's point total is incremented, and the updated tally is printed on the card. When points accrue to a certain level, the shopper receives a certificate that can be redeemed for merchandise from JGS' extensive catalog, or discounts at the retail store.
- The YOU Technology uEngage loyalty solution will provide several benefits for retail merchants and their shoppers:
 - Completely Digital: The YOU Technology solution allows points to accrue with no limit and eliminates point certificate printing, inventory, issuance, manual tracking, and redemption, saving the retailer costs and improving shopper convenience. Shoppers will also be able to acquire and easily use their points in-lane and on-line with no manual tasks on their part, or by JGS and its retail affiliates.

- Honoring the Loyalty of Top Shoppers: Today, promotional offers and messages are periodically loaded onto in-lane printers and are issued based on particular shopper attributes or loyalty levels. By integrating YOU's loyalty-specific CRM database with retail POS systems, the retailer can more dynamically reward shoppers with highly-refined offers based specifically on preference and purchase history.
- Real-Time Shopper Insights: Currently, JGS is capturing a limited amount of shopper data, including store visits and spending levels, but no SKU-level product detail. With YOU Technology, JGS and the retailers it supports can capture, aggregate, and preserve years' worth of detailed consumer data to impact the entire retail operation—from marketing to merchandising.

Supporting Quotes

- “Japan Green Stamp is a thriving business that has been continuously innovating loyalty programs for nearly 5 decades,” said YOU Technology CEO Ken Fenyo. “JGS’ agreement with YOU to provide next-generation services will deliver more convenience for shoppers and greater insights for retailers. We are proud to be their partner in this project.”
- “Service is crucial to Japanese consumers, and YOU Technology’s loyalty solutions provide a springboard for Japan Green Stamp to enhance service levels,” said Ian Warburg, Vice-President, GS America, JGS’s wholly-owned U.S. subsidiary. “It will also give our retailers far more power to deliver personalized marketing programs for their shoppers, in a tremendously efficient manner. Obviously, we’re thrilled about offering this value to our customers.”

Additional Resources

- [YOU Technology webpage on rewards programs](#)
- [YOU Technology website](#)

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, 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.

About Japan Green Stamp Company, LTD.

Japan Green Stamp Company, LTD. is Japan’s premier loyalty program operator and provides a wide range of in-lane and on-line services to retailers, banks and airlines. For more information about Japan Green Stamp Company, LTD., contact Ian E. Warburg, Vice President Green Stamp America, Inc., at (212) 686-7623 Ext: 313 or email iwarburg@gs-america.com

YOU Technology and the YOU logo are trademarks of YOU Technology Corporation. All other trademarks, registered trademarks, and service marks are the property of their respective owners.