



Press Release

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YOU Technology powers new Kroger Digital Coupon Center and digital shopper marketing initiatives

Nation's largest traditional grocery retailer helps shoppers save time and money by using YOU Digital Marketing Platform to reach them with more offers online, in store, and on the go

San Francisco, CA – August 2, 2010 – YOU Technology, an emerging leader in digital marketing solutions, today announced that The Kroger Co. has launched its new Digital Coupon Center as well as a number of online shopper marketing promotions using the company's uConnect Digital Marketing Platform and services.

The newly unveiled Coupon Center is accessible through its website at www.kroger.com/digitalcoupons, the Kroger home page, and the respective websites of each of its family of stores. The Coupon Center makes it convenient and fast for shoppers to save money on every shopping trip. Once logged into the Coupon Center, shoppers can select from more than 100 relevant coupons, digitally "clip" as many as they'd like, and load them directly to their Kroger Plus Card. At checkout, shoppers scan their Plus Card or enter an alternative ID (typically a phone number), and the discounts are automatically deducted from their bill. The Digital Coupon Center contains digital coupons for popular brands as well as offers for Kroger Private Selection and other Kroger brand products.

In addition to providing the coupon technology and marketing services for Kroger's Coupon Center, YOU Technology provides digital shopper marketing for Kroger's Summer of Savings and other programs. Also available from Kroger's home page, www.kroger.com, Summer of Savings includes an instant-win sweepstakes and special summer-themed coupons for customers.

"This new digital coupon center makes it even easier for our customers to save money," said Evan Anthony, vice president of corporate marketing and advertising for Kroger. "Our customers asked to make online coupons easier for them to use and we listened. The time and money they can save is just the latest way Kroger delivers more value to its customers."

"Consumer shopping behavior is increasingly being driven by digital capabilities, including coupons, mobile devices, and interactive promotions," said YOU Technology CEO Ken Fenyo. "Over the past several years, we've been working with Kroger to expand the use of new digital marketing initiatives to continue delivering value and convenience for their customers."

About YOU Technology

YOU Technology revolutionizes the way brands and retailers influence consumer shopping behavior online, in store, and on the go. Customers such as Kroger, Dr Pepper Snapple Group, Unilever, and General Mills use the YOU Technology uConnect Digital Marketing Platform and services for paperless 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.

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