



Press Release

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YOU Technology Rolls Out New Text and Smartphone Mobile Coupon Solutions

End-to-end solutions enable brands and retailers to reach consumers on-the-go, enabling them to conveniently access, receive, and digitally clip coupons directly to their retailer loyalty cards

San Francisco, CA – October 27, 2010 YOU Technology, a leader in digital coupons and promotions, today announced the rollout of both text and smartphone-enabled digital coupon solutions. Developed in conjunction with leading brands and retailers, the solutions will help YOU Technology customers reach consumers using a new growing and viable mobile channel. Currently, several hundred million consumers have text-enabled phones, and roughly one third of the US population is now using smartphones such as the Apple iPhone and Google Android phones.

Shop 'n Save, an independently-owned northeastern grocery retailer and new YOU Technology mobile solution customer, recently launched a mobile club as part of the chain's "Perks" loyalty program. The mobile club, which allows shoppers to download offers using text messaging, was rolled out with the assistance of SUPERVALU, one of the nation's largest grocery wholesalers that provides wholesale inventory, marketing, and merchandising services to Shop 'n Save. ShopText, one of YOU Technology's mobile partners, also assisted with the rollout.

"Mobile marketing is all about reach and consumer convenience," said Bill Lipsky, eastern region sales director for SUPERVALU. "With YOU Technology's mobile solutions we're able to expand promotions and drive sales using an entirely new channel that makes it easier for consumers to get value."

"Unlike many of today's mobile coupon offerings, we've developed our new mobile solutions to go far beyond just offer delivery," said Ken Fenyo, CEO of YOU Technology. "For example, customers can easily start with a simple text solution and later, when ready, expand to much broader YOU mobile marketing platform features that incorporate smartphones, social media such as Facebook, loyalty integration, and personalized offers."

The new mobile coupon solutions are an extension of YOU Technology's uConnect™ digital marketing platform. A key advantage of YOU Technology's new mobile solutions is that they can also provide "direct-to-loyalty card" offer integration with a retailer's own mobile applications, or with mobile solutions from third-party providers. The solutions provide several advantages for brands and retailers trying to reach today's time-starved mobile consumers who are looking for better values as they shop.

- Text and smartphone options both allow a broader range of consumers to access, receive, and select coupons
- Shoppers can select offers advertised in-store and instantaneously have them loaded to their loyalty card so they are available at checkout

- Performance of national and regional brand promotions can be improved by reaching consumers on-the-go and in-store when purchase decisions are being made
- Creates an additional vibrant marketing mix, enabling new ways to reach consumers for brand trials, sweepstakes, and special promotions
- Integration with loyalty, point-of-sale, and brand CRM systems improves consumer insights and targeting
- YOU Technology mobile platform flexibility enables customers to start small and expand their mobile marketing approach as needed without re-investing in new solutions

YOU Technology's new text and smartphone mobile coupon solutions are available now and are in use at several retailers nationwide. In addition to supporting consumer brands and retailers, YOU Technology's mobile solutions can be used by industry third parties to create custom solutions for their own customers.

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, Unilever, and General Mills 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.

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