

LoyalTree™ and LionWise™ Partner to Launch First Fully Integrated Mobile-to-POS Customer Loyalty Platform

Exciting New Solution Enables Seamless Connectivity Between In-Store Purchases and the Collection of Mobile Based Rewards

Pittsburgh, PA / Hampton, NH - January 16, 2012 - LoyalTree and LionWise have taken a giant step towards changing and revolutionizing the customer loyalty industry with the release of their integrated Mobile-to-POS (Point-of-Sale) customer loyalty platform. The solution allows for the instant inspection of LionWise POS transactional data and the real time delivery of purchase-based rewards through LoyalTree's new innovative rewards application on mobile devices. The launch of the integration is scheduled for release in early 2012.

"We're truly excited about our newest innovation to the LoyalTree platform," says LoyalTree CEO, Brock Bergman. "We're confident that it is going to revolutionize the way businesses build lasting, beneficial relationships with their customers well into the future. LionWise is a perfect fit to start our Mobile-to-POS integration and we couldn't be happier to kick things off with them in 2012". LoyalTree's partnership with LionWise will allow all current and future LionWise customers to integrate a loyalty program directly into their POS system without the need to purchase any additional hardware. President of LionWise, Scott Filiault, states that "As more consumers continue to embrace mobile technology, it's important that LionWise continue to provide mobile solutions that integrate seamlessly with the Point-of-Sale. Our partnership with LoyalTree allows our merchants to provide the right offer, to the right consumer, at the right time via their mobile device. No cards, no vouchers - it's simple".

The Mobile-to-POS integration will seamlessly enable businesses to reward customers through their mobile device for their specific in-store purchases. "An important benefit is the ability to track a larger percentage of consumer purchase history," says Filiault. "Historically, point-of-sale transactions tend to be largely anonymous. With the ability for a consumer to enroll and participate simply by using a QR code, merchants can get greater insight into their sales and build stronger bonds with their customers".

"LoyalTree's made an incredible leap with this newest innovation," says Bergman. "We took a look at our product, understood where we could make the experience even better for both businesses and consumers, and are unbelievably thrilled to see what's next. The goal of this integration is to not only improve the LoyalTree experience, but to create rewards, discounts, and promotions that are customized to a person's exact tastes. This is huge because for the first time, we can reward people with items that we know they actually enjoy. We believe that the future of loyalty is not just convenience, but making the experience as personalized as possible. With the LionWise POS integration, we're able to do that."

About LoyalTree:

LoyalTree is an innovative mobile loyalty and CRM platform that allows any business to create an incredibly beautiful and fully mobile loyalty program in minutes. The platform-based loyalty program enables consumers to join programs, unlock rewards, and collect points at a growing list of their favorite businesses in their city within one mobile application. They are revolutionizing the customer loyalty industry by rewarding consumers for everything from in-store purchases to engagement with advertisements and social networks. Their mission is to fundamentally change the way businesses attract, engage, and retain customers in the mobile age.

About LionWise:

LionWise is a leading developer of affordable and intuitive Point-Of-Sale (POS) software built from the ground up by a dedicated team of professionals with decades of software/business expertise. Their cutting-edge POS solution features a simple user interface that ensures ease of use with a two-touch functionality feature. An unparalleled customer service, and 24/7/365 HelpDesk is provided directly out of their Hampton, NH headquarters. LionWise's unique ability to cater to a diverse range of hospitality and retail applications on the same innovative software platform sets them apart from other POS providers.



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