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MBR INTENTIONAL MARKETING GETS . . . NEW NAME | NEW CAPITAL | NEW LEADERSHIP

Troy, Mich., February 1, 2013 - MBR Intentional Marketing, Inc., a marketing analytics company focused on shopper engagement and loyalty programs for independent retailers, today announced its new brand, reach | influence [ri].

“Reach influence has transformed into a company serving retailers by understanding shopper behavior and marketing directly to them; a confluence of data and design.” said CEO Eric Green. “It is important our new identity reflect who we are and what we do for retailers.”

The **reach** represents the use of technology to extract and transform data from point of sale (POS) systems. The technology integrates with 12 retail POS systems, reaching the shopper by capturing their transactions with retailers. The essence of the [ri] brand is our focus on working with retailers to understand, analyze, and manage the data into customized shopper engagement programs to **influence** shopping behavior and enhance the shopper’s experience.

Driving more shoppers, increasing the basket sizes and creating higher margins is the thread that aligns the retailers with [ri].

[ri] currently serves retailers in several major wholesale networks including: Unified Grocers, Spartan Stores, Associated Wholesaler Grocers, Bozzuto’s and SuperValu. “It has been rewarding putting the tools that are normally only afforded to national chains in the hands of independent grocers. Our team is motivated to share our experience and best practices with our retailers to help them grow baskets and shoppers in an increasingly more competitive market,” comments Dennis Sarafa, [ri] Chief Operating Officer.

In 2012, Vineyard Capital Group purchased reach | influence. Led by its founder Rich Helppie, Vineyard nurtures and grows information services companies. Rich has a wealth of experience as a technology entrepreneur, and serves as [ri]’s board chairman. Additionally, Vineyard Capital Group’s Shail Arora joined [ri] as the Chief Technology Officer to architect a technology solution consistent with the company’s growth goals.

Eric Green concluded, “We are excited about the company’s accelerating growth. Our advances in technology, our broadened scope of services and our growing partnerships with wholesalers and industry leaders all expand our ability to better serve independent retailers.”

You can view the new branding and new website at www.reachinfluence.com

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