

For Immediate Release

Dominic Amenta | DPA Communications
dominic@dpacommunications.com | 781-789-5074

Mark Lightbody | Newmine
mark@newmine.com | 617-283-4442



Nyopoly Forms Strategic Alliance with Newmine to Bring the Underlying Technology and IP of Nyopoly to Retailers

Newmine Lends its Team of Retail and Technology Experts to Drive Revenue Growth for the Fashion Negotiation Website.

Boston, MA (September 17, 2013) Nyopoly, the fashion e-commerce platform allowing online shoppers to negotiate price, and Newmine LLC, a retail strategy and advisory consulting company have entered into an exclusive partnership to bring disruptive new pricing and customer retention technology to retailers. Navjit Bhasin, Managing Principal of Newmine, LLC. is also an investor and advisor to Nyopoly.

Nyopoly, known for executing its unique brand of personal pricing at www.nyopoly.com, has strategic plans to deliver this value to the retail community across three distinct platforms under the guidance and tutelage of Bhasin and Newmine. These three platforms include offering products for sale on Nyopoly website; co-listing the brands on a shared URL; and acquiring the underlying technology and IP address to use with their own website.

“Nyopoly offers an exciting and compelling value proposition to both Omni-channel retailers and their customers,” said Navjit Bhasin. “Improving both top line growth and margin for retailers, while providing value based pricing and a strong loyalty incentive for customers is a win-win. The biggest hurdle to making retail truly personalized is traditional flat pricing. Shawn Harris and his team at Nyopoly have developed the platform to make this happen. We look forward to lending our expertise to extend the reach of their business and technology.”

Newmine will integrate its core competencies to Nyopoly’s business model including Omni-channel, in-store, eCommerce, merchandise planning, logistics, operations, supply chain and data analytics; direction and guidance for disruptive retail technology companies; operational support for start-up and early stage omni-channel retailers; development of high impact products and services for retailers; and due diligence and merger integration services to private equity firms and its portfolio companies.

“Working with the great retail technology, operations and marketing minds at Newmine, we’re ready to bring the Nyopoly experience to the brick and mortar retailers and brands, giving them a new competitive advantage both in-store and online,” said Founder & CEO Shawn Harris. “With Nyopoly’s recent success and growth, along with being named a 2013 Mass Challenge finalist, our partnership with Newmine will help us reach our company’s tipping point and introduce the Nyopoly brand to a much broader audience.”

About Nyopoly:

Launched in November 2012, Nyopoly is a retail technology that helps retailers sell more, earn more, and increase loyalty while helping shoppers get more with greater purchase satisfaction. Nyopoly accomplishes this by mitigating the greatest barrier in the purchase process: *price*. Nyopoly’s solution improves retailer sales, profits, and customer loyalty through sophisticated consumer-centric data aggregation, proprietary retail-pricing science and patent pending technology. Nyopoly’s approach can be seen live at www.nyopoly.com. With Nyopoly.com, you name your price on current season and on-trend designer brands, getting what you love every day at a price you want to pay. It’s not an auction; you’re not competing against anyone. It’s personal.

About Newmine, LLC:

Newmine is a boutique consulting and advisory firm with deep cross-functional expertise within omni-channel retail strategy, operations and technology. Newmine’s consultants and advisors like Shelley Nandkeolyar have created thriving businesses and executed projects for over 20% of Internet Retailer’s Top 500 multi-channel retailers. Learn more about Newmine online at www.newmine.com or contact Mark Lightbody at mark@newmine.com.

###