



REACH | INFLUENCE PARTNERS WITH SPARTANNASH TO OFFER DIGITAL COUPON PROGRAM TO INDEPENDENT RETAILER NETWORK

FOR IMMEDIATE RELEASE

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(Royal Oak, MI) – reach | influence, [ri], today announced their partnership with SpartanNash, a leading American food distributor headquartered in Grand Rapids, Michigan. This collaboration will give the SpartanNash distribution network of over 1900 independent retailers the ability to offer [ri]’s reach | offers digital ecoupons to their shoppers.

reach | offers is a digital promotion solution – powered by Inmar and built on that company’s state-of-the-art platform – available to all qualified SpartanNash independent retailers. Inmar, headquartered in Winston-Salem, NC, is an industry-leading provider of both digital and traditional promotion technology. The program aggregates national digital coupon content, sending direct one-to-one communication weekly to shoppers who register for the program at their local independently owned SpartanNash store. The real-time, cloud-based load to E-Wallet (electronic wallet) functionality – developed by Inmar and being deployed by reach | influence in the independent grocery market – will allow for fast and convenient digital coupon clipping and redemption by shoppers. At the same time, retailers will have the ability to track and measure promotion program results while significantly reducing the risk of coupon fraud.

How the partnership works

Qualified SpartanNash independent retailers have the ability to sign up for the digital ecoupon program through reach | influence who will implement the technology, launch the program into stores and manage the email marketing efforts.

- Consumers can register online and redeem ecoupons at their store of record.

- Consumers will receive weekly emails with personalized ecoupons and digital offers which can be “clipped” and loaded directly to individual shopper E-Wallet from any computer or mobile device.

- Qualifying ecoupons will instantly redeem at checkout when consumers enter their unique shopper ID (registered phone number). In addition, stores with pre-existing rewards programs will have the ability to add this functionality and registered shoppers can redeem ecoupons by swiping their rewards card.

reach | influence will collect and analyze store transaction data as well as manage the digital messaging of this program to shoppers. The company will assist participating retailers in synchronizing all transaction data into a secure database using standard transfer protocols, which requires no additional hardware or software. This information will be used to send personalized digital offers and CPG content directly to consumer inboxes enabling them to click and load to a digital E-Wallet.

“It’s gratifying to see an Inmar client like SpartanNash and a strategic ally like reach | influence employing Inmar’s technology to help provide a superior level of promotional functionality to the independent grocery market,” said David Mounts, Chairman and CEO of Inmar. “Their deployment of our platform in conjunction with their own technology and service offerings will enable smaller grocery retailers to leverage Inmar’s analytics programs to personalize offers for shoppers and engage with them through a true omnichannel experience.”

“reach | influence is honored and excited to partner with such a great organization in SpartanNash. The commitment to their independent owners is inspiring. Leveraging the SpartanNash size and scale, we will be able to deliver a couponing solution normally reserved for national chains,” said Eric Green, CEO of reach | influence.

About reach | influence

reach | influence, is a marketing analytics firm focused on powering the shopper experience with the goal of leveraging shopper data to increase sales. [ri] provides services and insight to independent retailers, wholesalers and CPGs to help them measure marketing efficacy, engage their shoppers and provide a conduit to deliver digital offers. To learn more, please visit www.reachinfluence.com.

About SpartanNash

SpartanNash (SPTN) is a Fortune 500 company and the largest food distributor serving military commissaries and exchanges in the United States, in terms of revenue. The Company's core businesses include distributing food to military commissaries and exchanges and independent and corporate-owned retail stores located in 44 states and the District of Columbia, Europe, Cuba, Puerto Rico, the Azores, Bahrain and Egypt. SpartanNash currently operates 1,698

supermarkets, primarily under the banners of Family Fare Supermarkets, D&W Fresh Markets, No Frills, Bag 'n Save, Sun Mart and Econofoods. To learn more, please visit www.spartannash.com.

About INMAR

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries who rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada. To learn more, please visit www.inmar.com

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