



REACH | INFLUENCE AND IGA ANNOUNCE NEXT PHASE OF IGA PARTNERSHIP TO OFFER DIGITAL COUPON SOLUTION TO RETAILERS

FOR IMMEDIATE RELEASE

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(Royal Oak, MI) – reach | influence, [ri], today announced an agreement with IGA to launch a digital promotion solution, reach | offers, into a number of their 1,200 domestic grocery locations. This collaboration is the next generation of IGA Performance Insights, a program that launched in May 2013 to organize IGA retailers into a single marketing entity, leveraging their combined sales volume to increase individual store sales.

The IGA reach | offers solution aggregates national digital coupon content as well as the content unique-to-the IGA community generated through Performance Insights. Exclusive IGA offers and digital coupons are emailed weekly to shoppers who register for the program at their local, independently owned IGA store. Utilizing an electronic wallet (E-Wallet) function, shoppers can digitally clip coupons that are uploaded immediately and then redeemed at their preferred IGA location. The E-Wallet technology will also provide additional shopper-specific understanding enabling customization and personalization of the offers based on historic shopping behavior.

“We look forward to leveling the playing field even more for IGA’s independent grocers by offering a digital conduit for them to communicate one-to-one with their shoppers and to leverage the same national coupon content as the national chains,” said Eric Green, CEO of reach | influence. “The ongoing partnership with IGA has been absolutely remarkable. The dedication of the IGA leadership team is quite simply inspirational. Driving sales of their stores is front and center and we are happy to be side by side to accomplish this mission,” adds Green.

reach | influence will continue collecting and analyzing store transaction data, in addition to managing 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.

"This enhancement of IGA's already successful Performance Insights program is another demonstration of IGA Retailers working together as one with IGA-branded marketing programs that leverage smart, new technologies," said Mark Batenic, CEO of IGA. "Our growing relationship with reach | influence continues to reinforce our ability to serve the network and grow revenue for IGA stores."

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 IGA

IGA is the world's largest voluntary supermarket network with aggregate worldwide retail sales of more than \$31.5 billion per year. The Alliance includes nearly 5,000 Hometown Proud Supermarkets worldwide, supported by 29 distribution centers and more than 30 major manufacturers, vendors and suppliers encompassing everything from grocery to equipment items. IGA has operations in 46 of the United States and more than 30 countries, commonwealths and territories. For more information about IGA, visit the IGA consumer website at www.iga.com, or the business site at www.becomeiga.com.

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