



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

FOR IMMEDIATE RELEASE

CONTACT: Meredith Gremel
Director, Corporate Affairs
616.878.2830

(Grand Rapids, MI) – The SpartanNash Company (SPTN), a member of the Fortune 500, today announced that it has signed an exclusive enterprise agreement with marketing analytics firm, reach | influence, to provide a digital couponing solution across the SpartanNash independent retailer distribution network.

This digital “ecoupon” solution is the same one used in more than 100 of the SpartanNash corporate retail locations and represents state-of-the-art technology. SpartanNash corporate stores utilize a proprietary digital promotion solution from Inmar – an industry-leading provider of both digital and traditional promotion solutions. This is the platform and digital coupon content aggregator that reach | influence provides to the independent grocery market through an agreement with Inmar.

In addition to delivering digital coupons and an E-Wallet solution, reach | influence provides direct shopper messaging; detailed reporting and analytics to help the independent retailer better understand their shoppers’ buying habits. This solution also provides a platform for SpartanNash to create unique wholesaler-backed digital promotions, including their own private label brands, for their entire network of corporate and participating independently owned retail stores.

SpartanNash has experienced great success implementing Inmar’s technology into their corporate stores in the form of the yes Rewards program, and the company wants to offer this robust digital coupon capability to their independent community. This enterprise partnership with reach | influence brings both Inmar’s digital promotion platform and reach | influence’s technology-driven service layer together to help the independents operate more efficiently.

The “ecoupon” program will deliver direct one-to-one email communication on a weekly basis to shoppers on behalf of the retailer. The real-time, cloud-based load to E-Wallet functionality will allow for fast and convenient digital clipping and redemption. Retailers will have the ability

to track and measure results while drastically reducing the risk of fraud like with traditional paper coupons.

“We have been excited by the results for our own Inmar-powered digital coupon program so the ability to offer the same program to our independent retailers demonstrates our continued commitment to offering value-add services that ensure their businesses succeed,” says Larry Pierce, Interim EVP Merchandising and Marketing for SpartanNash. “We have already experienced a high level of interest amongst our retailers, nearly 10% of the network raised their hands before we finalized the agreement.”

“The opportunity for our independent retailers to offer coupons digitally, market directly to shoppers and measure the results is extremely valuable and will enable them to continue to compete and thrive as grocery retailers,” says Linh Peters, SpartanNash VP of Marketing. “We are very pleased to be partnering with reach | influence to provide this technology and service at an affordable cost.”

“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 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 172 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 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 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

###