

**REACH | INFLUENCE PARTNERS WITH MDI
TO OFFER DIGITAL COUPON PROGRAM**

FOR IMMEDIATE RELEASE

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(Detroit, MI) – reach | influence, [ri], recently announced a partnership with Merchants Distributors, LLC (MDI), a division of Alex Lee, Inc. Headquartered in Hickory, North Carolina, MDI is a wholesale distributor of food and non-food items to grocery stores, primarily in the Southeast. This collaboration will give approximately 400 independent retailers who are part of the MDI distribution network the ability to offer [ri]'s reach | offers digital coupons to their shoppers.

reach | offers is a digital promotion solution, available to all qualified MDI independent retailers. The program aggregates national digital coupon content, sending direct one-to-one communication weekly to shoppers who register for the program at their local independent grocery store serviced by MDI. The real-time, cloud-based load to E-Wallet (electronic wallet) functionality 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 MDI independent retailers, including IGA, Piggly Wiggly and Galaxy stores, have the ability to sign up for the digital coupon program through reach | influence who will implement the technology, launch the program into stores and manage the email marketing efforts. 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.

“MDI is excited to be able to offer this technology to their independent customers. The usage of digital coupons and personalized offers by shoppers continues to grow, and the local independent stores need the ability to provide these offers so that they can continue to grow their businesses and remain relevant to their shoppers.” said Bob McTeir, President of MDI.

“MDI and their professionals are remarkable. Their sense of partnership and dedication to their independent retailers is simply inspiring. MDI assembled all the leaders from technology, marketing and merchandising to rally support for the program. As has been clear for the last few years, digital coupons and offers are really tools for the merchandising team to help move more products in their network. Bob McTeir and his team are visionaries,” said Eric Green, CEO of reach | influence.

About Merchants Distributors, LLC

Merchants Distributors (MDI) is a privately-owned wholesale grocery distributor headquartered in Hickory, NC. MDI supplies over 600 retail food stores with food and non-food items in 12 states. Beginning as a small family business in Hickory, what Lebanese immigrant Moses George and his sons purchased in 1931 for \$17,000 has since grown to become a multimillion-dollar wholesale grocery company that employs more than seventeen hundred workers in the Southeast. Merchants Distributors, LLC. is a wholly owned subsidiary of Alex Lee, Inc. To learn more, please visit www.merchantsdistributors.com.

About reach | influence

reach | influence is a retail analytics firm focused on powering the shopper experience with the goal of leveraging shopper data to increase sales through a combination of marketing and merchandising programs. reach | influence 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. The company's flagship products, reach | *engage* and reach | *offers*, provide shopper facing marketing tools for independent grocery stores in 37 states. To learn more, please visit www.reachinfluence.com.

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