reach | influence®

reach | influence Works with NCR to Help Independent Retailers Improve Shopper Engagement

FOR IMMEDIATE RELEASE

May 19, 2015   Susan Dettloff, Director of Marketing

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(Detroit, MI) – reach | influence (reach), a leader in loyalty and digital coupon solutions for the small / mid-market retailers, announced today that they have established a new business relationship with NCR Corporation, the global leader in consumer transaction technologies. Together, they will offer retailers a comprehensive turnkey solution that combines best-in-class loyalty systems with program expertise, services and additional technology.

reach provides a loyalty solution today that includes technology, services and program management expertise to build shopper engagement programs that help retailers increase sales. reach has now joined the NCR Interact Global Partner Program, and alongside NCR has developed a program to sell, implement and manage NCR loyalty solutions. Additionally, reach provides a digital coupon solution that is already NCR certified. The powerful and versatile combination of NCR loyalty solutions and reach's complementary technology and services enables retailers to quickly and easily introduce marketing and loyalty management solutions combined with digital coupons to its customers.

"By becoming part of the NCR Interact Global Partner Program and integrating our current solutions with their innovative loyalty solutions, we now combine all our experience and expertise with world-class technology right at the point of sale. This relationship facilitates a richer engagement for shoppers helping to grow our retail clients' businesses," said Eric Green, chief executive officer at reach | influence. "Together, we have marquee clients already underway and look forward to building on all the momentum."

NCR loyalty solutions empower retailers to create highly customized marketing and promotional campaigns to continuously engage their customers. NCR's Connected Loyalty and Advanced Marketing Solution (AMS) systems are comprehensive, flexible offer management platforms, utilizing data from multiple sources to deliver highly targeted promotions and incentives that drive loyalty.

"Digital channels and promotions have become a powerful way for retailers of all types and sizes to enhance shopper engagement resulting in increased sales," said Jim Yantis, senior manager, global channel solution management at NCR. "Through our relationship with reach | influence, retailers of all sizes now have access to a complete, turnkey loyalty solution utilizing best-in-class technology and services that would have been difficult, if not impossible, for retailers to acquire and manage on their own."

About NCR

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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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