

## CopiaMobile Launches Convenient and Effective Mobile Coupon Solution for Consumers, Retailers, and Advertisers

*New product solves problematic mobile coupon issues with an easy, efficient and effective solution.*

Scottsdale, Az – January 7, 2010 – Mobile couponing newcomer CopiaMobile announced today the availability of a solution that will drastically improve mobile couponing. Based on proprietary innovative technology, the new mobile coupon solution enables consumers and retailers to automatically redeem mobile coupons without scanning or keying in barcodes. In addition, the product addresses the targeting and offer optimization issue for retailers and advertisers with real-time offer customization to maximize response and minimize markdown expense.

According to Juniper research, over 50 million consumers use their mobile devices as virtual wallets. Coupons delivered and redeemed via mobile phones are forecast to be used by 200 million mobile subscribers globally by 2013. The attractiveness of mobile couponing lies in the ability to make the coupons targeted and personal, in addition to their convenience and immediacy.

According to Mal Jazoff, former CEO of The Dial Corporation, “CopiaMobile has created a modern update of the traditional printed paper coupon. But their mobile coupon solution is much better. It eliminates the handling costs of paper coupons, it minimizes fraud issues, and it’s available whenever and wherever a consumer wants it. It’s modern, efficient, and desirable.”

CopiaMobile has simplified mobile coupon redemption with a wireless process that eliminates the keying or scanning of barcodes, a time-consuming and ineffective process for the merchant and the customer. Plus, the solution is completely secure and PCI compliant so it can actually improve data security and ease the compliance burden for retailers.

CopiaMobile also targets and optimizes each coupon offer to the specific consumer to maximize the response rate and minimize the required discount. Marketers can use location and purchase history to track consumers and provide the most relevant offers, thereby reaching consumers on a much more personal level. The CopiaMobile platform makes it simple to serve up tailored promotional offers, based on consumer’s previous purchasing behavior. Every coupon offered gathers information for reporting, targeting, and selecting consumers for new offers, as well as adjusting existing offers in response to redemption analysis – all in real time.

CopiaMobile’s coupon offering is built on a software-as-a-service (SaaS), on demand platform and provides consumers, retailers, and advertisers with the following benefits:

- Convenient, easy, and effective
- Effortless, automatic redemption process
- Effective real-time campaign monitoring and adjustment
- Easy to execute, distribute, and process with no printing or mailing
- Drives traffic and redemption with geo-targeting of offers

Coupons on the mobile phone typically offer a five to ten times improvement in redemption rates and are more cost-effective than paper coupons, making them a win-win approach for retailers. For consumers, mobile coupons provide the environmental benefit of being paperless, and are appealing because the coupons are customized to their interests, shopping preferences, and purchase threshold.

Consumers have repeatedly demonstrated that they are willing to change their habits if there is a perceived benefit. The trick is to put the benefit where the shopper is – which increasingly means on a mobile phone.

CopiaMobile will be demonstrating their product at the National Retail Federation's 99th Annual Convention and Expo at the Jacob K. Javits Convention Center in New York City on January 11th and 12th. They can be located at the pcCashDrawer Booth Number 2817.

### **About CopiaMobile**

CopiaMobile is a Scottsdale, Arizona based company that helps retailers, advertisers, and consumers save time, money, and resources via a mobile coupon solution that is both convenient and effective. Our mission is to fundamentally change the way that consumers and retailers interact within the brick and mortar store environment. CopiaMobile utilizes innovative network security technology and advanced predictive modeling techniques to overcome the most challenging hurdles to the broad adoption of mobile coupons: redemption and targeting. The CopiaMobile team has extensive experience designing, building, and operating the merchandising, forecasting, and in-store management systems used by America's leading retailers to maximize profit on over \$500 billion in annual retail sales. More information can be found at [www.copiamobile.com](http://www.copiamobile.com).

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