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PRESS RELEASE

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Follett Higher Education Group Delivers Instant Promotions and Offers via Mobile Phone

CopiaMobile's™ industry-leading solution provides consumer rewards and incentives offered and redeemed in the store

SCOTTSDALE, AZ - APRIL 28, 2011 - [CopiaMobile™](#) announced today that customer [Follett Higher Education Group®](#) will deploy its latest innovation in mobile marketing at select locations this fall. The program uses existing point-of-sale software from JDA® Software Group, Inc., paired with CopiaMobile's patent pending technology, to distribute rewards and incentives via mobile phone to Follett Higher Education Group consumers enrolled in the program.

Designed to appeal to retailers, brands and restaurants, the CopiaMobile mobile marketing solution delivers individual, targeted offers directly to the consumer that are redeemable in-store where purchasing decisions are made. The solution also offers retailers real-time data, which allows for data-driven marketing management of consumer buying behaviors as well as previously immeasurable redemption analytics.

"Serving college students demands that Follett stay on top of the latest marketing and technology trends," said Joe Skaggs, vice president of marketing at Follett Higher Education Group. "With the rapid adoption of smartphones and other mobile technology, it was essential to develop new strategies in these channels to ensure we are providing the best service to our consumers."

Follett is introducing the mobile incentive program through a pilot program at five of its collegiate bookstores this year. Following a successful pilot, the company plans to expand the program to additional locations.

"Mobile devices are reshaping the way retailers communicate with their customers," said Wayne Usie, senior vice president, retail at JDA Software. "New technologies deployed by CopiaMobile and Follett provide incredible data to both retailers and their

manufacturers. This rich information helps drive valuable insights from consumer purchasing decision drivers to support optimal inventory decisions.”

At the upcoming [JDA FOCUS](#) on May 1-4 in Orlando’s Swan & Dolphin Resort, CopiaMobile will participate in a panel presentation with Follett entitled “Trends and Futures in In-Store Mobility.” The session will provide insight into the opportunities and challenges of adopting a mobile solution and reviews ways to connect with consumers using mobile devices.

“Promotions and consumer opted-in incentives are rapidly shifting from print media to the hand-held device,” said Scott Hines, president of CopiaMobile. “Copia’s technology will have a major impact in helping to influence purchasing behavior and we look forward to partnering with companies like Follett to better segment and target direct marketing offers.”

To learn more about CopiaMobile’s solutions or to request a demo visit <http://www.copiamobile.com/>, email connect@copiamobile.com or call 480-264-7779.

Related News:

[CopiaMobile Launches Convenient and Effective Mobile Coupon Solution for Consumers, Retailers, and Advertisers](#)

About Follett Higher Education Group

Follett Higher Education Group of Oak Brook, Illinois, is the leading provider of bookstore services and the foremost supplier of used books in North America. Follett services five million students and over 400,000 faculty members through more than 900 stores. Follett also services more than 1,600 independent campus stores with its wholesale services, and has the most visited ecommerce collegiate website, efollett.com, that provides services and products through a network of more than 900 campus stores.

About JDA Software Group

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is the leading provider of innovative supply chain management, merchandising and pricing excellence solutions worldwide. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA’s multiple service options, delivered via the JDA® Private Cloud, provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise. To learn more, visit www.jda.com or e-mail info@jda.com.

About CopiaMobile

CopiaMobile is leading the charge in helping brands, retailers and restaurants manage their mobile marketing efforts from the front to the back and everything in between. Based in Scottsdale, Arizona, our mission is to fundamentally change the way that consumers and retailers interact within the brick and mortar store environment. CopiaMobile patent pending technology enables the consumer mobile phone to redeem offers at the point of sale allowing the retailer, brand or restaurant to close the mobile marketing loop by tracking the offer from creation to redemption. The management team has 50+ years of experience helping retailers maximize profitability on more than \$500 billion in retail sales through marketing and technology solutions for ecommerce and in-store management systems. More information can be found at www.copiamobile.com

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