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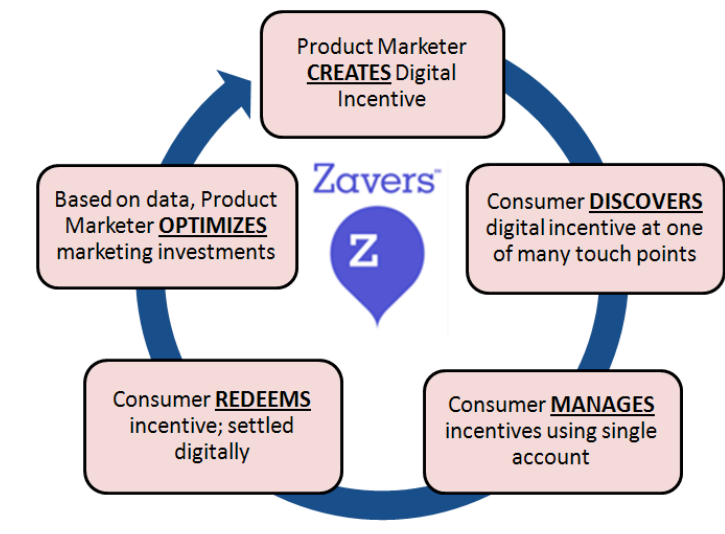
ZAVERS FACT SHEET

Zavers – The Product and Market Accelerator

Zavers provides an end-to-end, intelligent promotions platform that links online and mobile incentives – digital coupons – with in-store redemption, allowing:

- Manufacturers and advertisers to measure, in real-time, the effectiveness of their marketing efforts, including which of their promotions are leading to actual retail sales.
- Consumers to easily access targeted, relevant offers to save money at participating retailers.
- Retailers to increase customer loyalty, generate more consumer traffic, and digitally create, measure, redeem and settle incentives.

How Zavers Closes the Digital Loop to Benefit Manufacturers, Retailers and Consumers



The Zavers Vision...

To transform the experience of developing, using and measuring incentives for the manufacturers who create them, the trusted retailers where they are redeemed, the consumers who use them and for

partners who want to expand the use of incentives beyond the limitations of traditional delivery vehicles, such as paper coupons.

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Analysts Who have been Briefed on Zavers

- Frost & Sullivan – Gerry Purdy, VP and chief analyst and Vikrant Gandhi, senior industry analyst
- IDC Global Retail Insights – Leslie Hand, research director
- Forrester Research – Sean Corcoran, analyst and Sucharita Mulpuru, principal analyst
- Guidewire Group – Chris Shipley, co-founder and chairman

Participating Products and Brands

To see currently available coupons, please visit www.zavers.com, <http://ap.zavers.com>, <http://superfresh.zavers.com>, <http://thefoodemporium.zavers.com>, <http://waldbaums.zavers.com>

Promotions and Incentives – An Industry Undergoing Significant Transition

- Zavers is digitizing one of the few remaining paper-based markets (retail product promotion),
- According to the Sausalito Group, 300 billion paper coupons are printed annually and most are never used or recycled generating a significant amount of paper waste.
- Due to the economic downturn, 75 percent of grocers reported increased promotional activity according to the March 2009 BMO Capital Markets Report.
- According to the Pew Internet and American Life Project, 85 percent of American adults use the Internet or cell phones and most use both.
- Advertising budgets are shifting towards measurable, digital media. 63 percent of global Chief Marketing Officers expect to increase interactive/online marketing spend while 65 percent expect to decrease traditional advertising. (IBM Media Study, March 2009)
- The use of online and mobile platforms as a source for coupons is soaring:
 - ✓ More than 2/3 of households are planning more coupon use in 2009 (ICOM Information & Communications 12/08 survey)
 - ✓ Value-oriented online searches rose 161% in December vs. 2007-ComScore
 - ✓ Internet has grown as a source of coupons used by women, from 3.8% of coupons in 2002 to 16 % in 2009 (Burst Media)

For more information about Zavers, visit:
www.zavers.com