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New marketing service suite from YOU Technology delivers personalized consumer marketing in real-time

Integrated solution developed with major brands and retail chains to deliver paperless digital coupons, interactive promotions, and loyalty programs

SAN FRANCISCO, CA – March 3, 2010 – YOU Technology, a leading innovator in personalized marketing solutions, has introduced its new service suite that lets brand and retail marketers customize offers on a one-to-one basis as never before, across digital media – including web, mobile, in-store, and direct mail. Because the unique offering is modular, marketers can easily pick exactly the service they need, whether a single channel or test or a comprehensive program that spans multiple digital channels, store locations, and brands.

What's new: First turnkey digital personalization solution suite

Turnkey marketing programs, personalized to the brand's or retailer's target customers, are managed through [The YOU Technology Personalization Suite's](#) three marketing services: [uPromote](#) interactive marketing services such as sweepstakes and cause marketing programs; [uCoupon](#) end-to-end paperless digital couponing; and [uEngage](#) reward programs that build consumer loyalty.

The YOU service suite is built on an integrated set of patented technologies that deliver robust personalization in real-time across a range of media. The [uConnect](#) platform provides CRM capabilities, personalization functionality, and multi-channel offer delivery. The [uInsight](#) module tracks and analyzes consumer behavior to optimize targeting and results. Operating transparently in the background, these modules enable YOU's clients to tightly focus their promotions on individuals, not just "markets."

Comments on the news

"The intersection of consumer, brand, channel, and technology isn't just possible, but imminent," said Allen Johnson, AMR Research Director. "We're seeing reports of over 80% of online campaigns generating nearly 20% in sales lift, and redemption rates for digitally distributed coupons at 5 to 20 times those found in free-standing inserts. It's a space that is rich with opportunity and one in which we think companies should invest to reach a fundamentally changed consumer."

"Marketers intuitively grasp the potential of data-driven marketing," said YOU CEO Ken Fenyo. "But the problem they have is *executing*: It's just too complicated to manage internally. YOU is all about making it easy for them: Our services platform does all the 'heavy lifting,' enabling them to start small and quickly engage their customers in a dynamic market."

What's new: Leadership in paperless digital coupons

YOU Technology has been the market leader in customized paperless coupons since 2007, when it developed the first paperless digital coupon program for major brand marketing companies. In continuous 24/7 operation since that time, [uCoupon](#) has processed tens of millions of paperless digital coupons, and today operates one of the largest paperless digital coupon networks in the

United States, comprising over 4,000 retail stores. uCoupon's unique paperless solution delivers consumer, retailer, and brand benefit beyond print-at-home digital coupons. Consumers automatically receive their savings at checkout without having to clip or print offers. Paperless coupons can be downloaded directly to loyalty cards or personal accounts online or via email, mobile phones, and/or kiosks or other in-store devices. Paperless coupons also enable brands and retailers to create more personalized multi-channel and collaborative marketing programs that reach new consumers, drive incremental spending, and increase marketing effectiveness.

What's new: Track record of interactive promotion management and innovation

YOU has powered over 500 consumer promotions via [uPromote](#) for some of the largest and most demanding brands in the world, and is the leader in delivering high-impact promotions using codes on packs and electronic proofs of purchase. By combining deep behavior and lifestyle insights with real-time multi-channel offer delivery, uPromote connects with consumers when and how it's most convenient for them to act.

What's new: 100 years of loyalty innovation

More than 100 years ago, the company that is now called YOU Technology introduced one of the first retailer loyalty programs: S&H Green Stamps. [uEngage](#) brings the S&H platform into the digital age by providing both CPG and retailers with state-of-the-art technology and services that deliver rewards and incentives, personalized marketing, customer data management, and behavioral insights and analytics.

About YOU Technology

YOU Technology revolutionizes the way brands and retailers connect with consumers by delivering personalized communications in real-time and across a range of media. Customers such as Kroger, DrPepperSnapple, Unilever, and General Mills use The YOU Technology Personalization Suite for paperless digital coupon marketing, interactive promotions, and end-to-end loyalty programs. YOU Technology offers its customers flexible quick-start options and performance-based pricing that make it easy to get started.

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