



Fast-Growing Tech Start-Up Kangaroo Rewards Helps Local Businesses Compete

Turn-key Mobile Loyalty Program Levels the Playing Field for Local Merchants

Montreal, Canada, January 14, 2014 - Montreal-based start-up Kangaroo Rewards is a new, full-service mobile loyalty program that provides local merchants the tools they need to offer customized incentives to their consumers, motivating them to come back again and again.

Kangaroo Rewards is reinventing loyalty marketing programs, and evolving the old paper punch and plastic card system. By driving customer engagement, and helping local merchants break into the digital and mobile space, Kangaroo Rewards is helping local merchants compete against online and larger retailers for that valuable repeat customer.

Loyalty Works

Today's retail climate is extremely competitive. Consumers have more choices than ever before when it comes to where they choose to make their purchase. Larger retailers invest heavily in well-executed loyalty marketing programs because they are proven to attract and retain consumers. The reality is that local merchants rarely have the required resources and time to leverage the marketing power of loyalty marketing, and Kangaroo Rewards is changing that.

"The challenge many small businesses are facing is competition from online stores and big box retailers that are aggressively investing in customer retention activities like loyalty marketing," explains Fady Rizk, founder of [Kangaroo Rewards](#). "At Kangaroo Rewards, we believe that local businesses and communities should also be given the opportunity to thrive and compete on the same level-playing field as the larger players."

Muscle Depot, a Montreal-based supplement chain, was faced with the challenge of engaging and retaining their customers, and after having tried various costly advertising methods that provided very little return, they turned to Kangaroo Rewards.

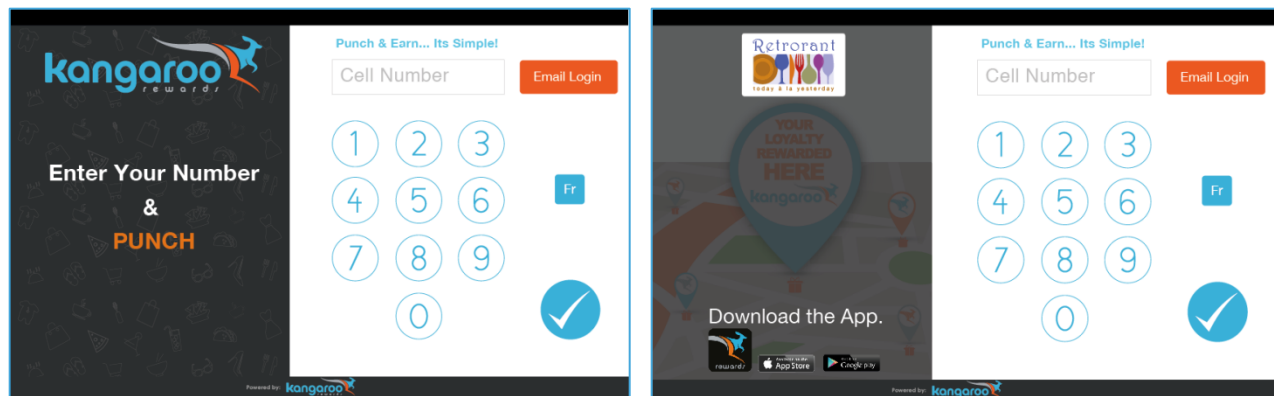
"As a local store in a competitive market, we're always looking for innovative ways to attract new customers, keep the ones we have satisfied and stay on top of the competition," explains Curt Myers, Co-owner of Muscle Depot. "Being up-to-date with technology that allows us to drive foot traffic, reward customers and communicate with them in an efficient way is critical, and Kangaroo Rewards does all of that. The application helped us move away from our old punch card system and replaced it with a solution that's fast, modern, professional and organized. Plus, our customers are so excited to be getting all these rewards from shopping with us...that's what matters the most. "

Muscle Depot already deployed the Kangaroo Rewards program across all their locations in Montreal, Laval and Blainville, and signed up thousands of customers.

Supporting Local Businesses

Kangaroo Rewards provides a full-featured and affordable solution tailored to local retailers. Once a merchant signs up to the program, they can be set up, trained, and signing up customers within minutes.

Kangaroo Rewards even provides merchants with a tablet to enhance the customer experience. Consumers are then provided with incentives, rewards, perks or points every time they come back and shop. Merchants also have the ability to communicate with consumers through relevant and targeted mobile messaging, push notifications, SMS, email and deliver location-based marketing that actively drive repeat business.



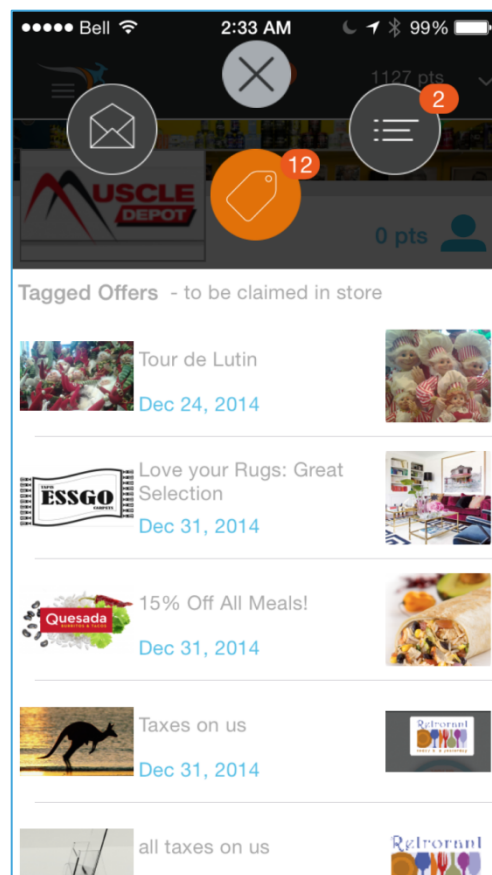
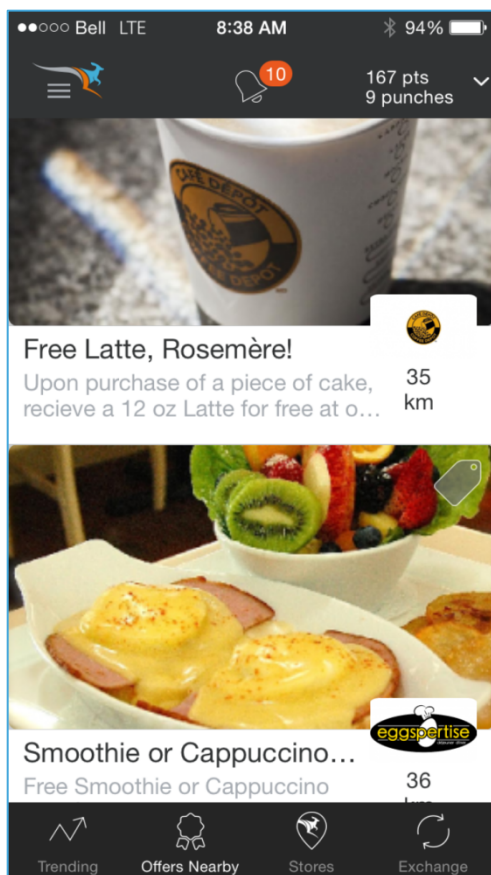
“We make it our mission to empower and serve local businesses, and believe that every retailer should have access to a top of the line loyalty program.” added Rizk. “We provide merchants with leading features and technology in an accessible way so they don’t have to, allowing them to focus and invest on running their business instead. Old fashioned loyalty programs simply cannot provide the value that Kangaroo Rewards delivers to both consumers and merchants.”

As easy as Kangaroo Rewards is to use, the company also connects with its merchants on a personal level, offering the advice, best practices, and support they need to manage their loyalty program.

Leverage Valuable Customer Data

The era of the rudimentary paper punch and plastic card is long gone. Kangaroo Rewards offers a mobile and digital program that allows merchants to track customer trends and engage with consumers in a way that can never be done with paper or manual based programs. With Kangaroo Rewards, retailers can now leverage valuable consumer data to strategically tailor offers and deliver targeted marketing campaigns for better results.

Consumers, in turn, benefit from using only one mobile application to keep track of all their loyalty points and perks at their favourite local stores, making it convenient and easy to find rewards in their city and get push notifications of nearby offers.



Kangaroo Rewards has quickly become the most widely-used loyalty program for local businesses in Montreal, and is striving to be one of the leading loyalty platforms in Canada. Kangaroo Rewards has big expansion plans as it prepares to help and serve the thousands of local businesses that need better tools to compete.

About Kangaroo Rewards

Kangaroo Rewards is a mobile loyalty and rewards program that helps local merchants retain customers and compete far more effectively against larger retailers. Consumers, in turn, get rewarded for their loyalty through offers and perks at businesses in their city, all managed and tracked through one mobile app. Kangaroo Rewards is the neighborhood loyalty app. For more information, please visit www.kangaroorewards.com.

For media inquiries, please contact:

Carine Sroujian
 Bunch of Sprouts Media
carine@bunchofsprouts.com
 514.583.8156